

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 1

Q.2 If the general election was tomorrow, which party would you vote for?**Base: All respondents**

	Gender		Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour		Lib- eral Demo- crat
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
Conservative	338 23%	180 24%	158 21%	26 16%	69 24%	59 20%	52 20%	47 24%	85 28%	79 26%	104 24%	55 23%	100 19%	338 100%	-	-	194 70%	51 12%	5 3%	51 100%
Labour	329 22%	157 21%	171 22%	45 27%	46 16%	67 23%	57 22%	45 23%	68 23%	71 24%	88 20%	50 21%	119 23%	-	329 100%	-	4 1%	213 51%	14 10%	-
Liberal Democrat	132 9%	56 8%	76 10%	18 11%	33 11%	18 6%	26 10%	17 9%	21 7%	35 12%	50 11%	18 8%	29 6%	-	-	132 100%	15 5%	12 3%	67 48%	-
SNP	5 *	3 *	2 *	3 2%	-	-	-	1 1%	1 *	* *	3 1%	-	1 *	-	-	-	-	1 *	-	-
Plaid Cymru	10 1%	3 *	7 1%	-	2 1%	4 1%	3 1%	1 1%	-	3 1%	4 1%	4 2%	-	-	-	-	* *	1 *	3 2%	-
The UK Independence Party	36 2%	21 3%	15 2%	-	2 1%	7 2%	8 3%	7 3%	12 4%	5 2%	7 1%	5 2%	20 4%	-	-	-	5 2%	8 2%	6 4%	-
The Green Party	23 2%	14 2%	9 1%	3 2%	6 2%	6 2%	5 2%	3 1%	1 *	8 3%	6 1%	4 2%	5 1%	-	-	-	2 1%	5 1%	1 *	-
The British National Party	26 2%	17 2%	9 1%	5 3%	-	11 4%	4 1%	1 1%	5 2%	2 1%	3 1%	8 3%	13 2%	-	-	-	1 *	6 1%	-	-
Some other party	6 *	6 1%	-	1 1%	1 *	-	2 1%	1 *	1 *	2 1%	1 *	1 *	2 *	-	-	-	1 *	2 *	-	-
Will not vote	168 11%	85 12%	83 11%	28 17%	50 17%	39 13%	22 9%	16 8%	12 4%	15 5%	45 10%	31 13%	77 15%	-	-	-	5 2%	16 4%	3 2%	-
Refused	115 8%	62 8%	53 7%	7 4%	8 3%	21 7%	24 9%	16 8%	40 13%	24 8%	30 7%	11 5%	50 9%	-	-	-	9 3%	20 5%	3 2%	-
Don't know	313 21%	132 18%	181 24%	31 19%	72 25%	57 20%	55 21%	41 21%	56 18%	57 19%	93 21%	53 22%	109 21%	-	-	-	42 15%	85 20%	38 27%	-

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Table 2

Q.1 The next general election is expected to take place in the next 2 or 3 months. Many people say that they probably won't vote at all when the election comes, while others say they definitely will vote. Please say how likely you are to vote in the general election?

Q.2 If the general election was tomorrow, which party would you vote for?

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Gender		Age							Social Class				Voting Intention		2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour		Lib- eral Demo- crat
Unweighted base	829	395	434	42	85	128	170	176	228	336	164	98	232	327	323	90	241	337	61	52
Weighted base	774	392	382	74	123	142	141	113	181	179	225	119	251	298	281	109	208	268	84	44
Conservative	298	159	139	18	57	50	47	45	81	71	92	46	89	298	-	-	186	44	5	44
	38%	41%	36%	24%	47%	35%	33%	40%	45%	40%	41%	38%	36%	100%	-	-	89%	16%	6%	100%
Labour	281	137	144	33	34	58	51	42	64	63	71	44	104	-	281	-	3	196	13	-
	36%	35%	38%	44%	27%	41%	36%	37%	35%	35%	32%	37%	41%	-	100%	-	1%	73%	15%	-
Liberal Democrat	109	45	65	14	25	14	22	14	20	29	41	16	23	-	-	109	12	9	59	-
	14%	11%	17%	19%	20%	10%	16%	13%	11%	16%	18%	13%	9%	-	-	100%	6%	4%	70%	-
SNP	4	2	2	2	-	-	-	1	1	*	3	-	1	-	-	-	-	1	-	-
	1%	*	1%	3%	-	-	-	1%	*	*	1%	-	1%	-	-	-	-	*	-	-
Plaid Cymru	8	3	5	-	1	4	2	1	-	2	4	2	-	-	-	-	*	1	3	-
	1%	1%	1%	-	1%	3%	2%	1%	-	1%	2%	2%	-	-	-	-	*	*	3%	-
The UK Independence Party	30	18	13	-	2	4	8	6	11	4	6	4	16	-	-	-	4	8	5	-
	4%	5%	3%	-	2%	3%	5%	5%	6%	2%	3%	3%	7%	-	-	-	2%	3%	5%	-
The Green Party	17	10	7	3	3	3	5	2	1	6	6	2	4	-	-	-	1	4	1	-
	2%	3%	2%	4%	3%	2%	4%	2%	*	3%	2%	1%	2%	-	-	-	*	2%	1%	-
The British National Party	20	12	8	4	-	9	3	1	3	1	2	6	10	-	-	-	1	4	-	-
	3%	3%	2%	5%	-	6%	2%	1%	2%	1%	1%	5%	4%	-	-	-	1%	2%	-	-
Some other party	6	6	-	1	1	-	2	*	1	2	1	*	2	-	-	-	1	1	-	-
	1%	1%	-	1%	1%	-	2%	*	1%	1%	1%	*	1%	-	-	-	1%	*	-	-

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Col percents

Table 3
Adjusted Voting Intention
Published voting intention figures

	<u>Total</u>
Total	853
Conservative	38%
Labour	38%
Liberal Democrat/ Liberal	14%
Other	10%

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Absolutes/col percents

Table 4

Q.4 Which of the following statements best describes you?**Base: All respondents expressing an intention to vote**

	Gender		Age							Social Class				Voting Intention		2005 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	Labour 2005, Con 2010
Unweighted base	939	446	493	57	106	152	189	190	245	374	188	115	262	361	363	108	253	368	67	58
Weighted base	905	457	448	100	158	172	156	124	195	204	267	144	290	338	329	132	222	297	95	51
I have definitely decided to vote for ... at the general election	483	246	236	33	58	73	97	83	139	93	135	74	181	214	191	45	160	179	31	26
	53%	54%	53%	33%	37%	42%	62%	67%	71%	46%	50%	51%	62%	63%	58%	34%	72%	60%	33%	52%
I am most likely to vote for ... but I haven't definitely decided and I could end up voting differently	311	152	159	44	72	80	44	34	37	82	105	47	76	86	106	67	48	89	55	15
	34%	33%	35%	43%	46%	46%	28%	27%	19%	40%	39%	33%	26%	25%	32%	51%	22%	30%	58%	30%
I am only leaning towards voting for ... and it is quite possible that I'll end up voting differently	106	56	49	22	27	18	15	7	18	26	26	23	31	37	30	18	13	29	8	9
	12%	12%	11%	21%	17%	10%	10%	6%	9%	13%	10%	16%	11%	11%	9%	14%	6%	10%	9%	18%
Don't know	6	3	3	2	-	1	1	-	2	3	1	-	2	1	2	2	-	1	-	-
	1%	1%	1%	2%	-	1%	1%	-	1%	2%	*	-	1%	*	1%	1%	-	*	-	-

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Table 5

Q.5 Is there a party that you're leaning towards voting for?**Base: All respondents who don't know or refuse voting intention**

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	420	171	249	20	48	69	86	83	114	149	88	48	135	-	-	-	53	124	28	-
Weighted base	412	191	221	36	77	77	79	54	90	81	120	61	151	-	-	-	50	101	39	-
Conservative	39 9%	15 8%	24 11%	1 3%	10 13%	6 8%	5 7%	8 14%	9 10%	8 10%	17 14%	5 9%	8 6%	-	-	-	17 33%	10 10%	-	-
Labour	43 10%	22 12%	21 9%	3 8%	6 8%	8 11%	8 10%	5 9%	12 14%	6 7%	17 14%	5 8%	15 10%	-	-	-	4 7%	23 23%	5 13%	-
Liberal Democrat	15 4%	9 5%	5 2%	- -	3 4%	3 4%	3 3%	2 3%	4 5%	6 7%	2 2%	2 3%	6 4%	-	-	-	* 1%	4 4%	4 11%	-
Other	20 5%	11 6%	9 4%	1 3%	2 3%	2 3%	6 7%	3 6%	5 6%	3 4%	5 4%	3 6%	8 6%	-	-	-	2 5%	6 6%	-	-
Not leaning to any party	196 47%	84 44%	112 51%	20 56%	40 52%	45 58%	39 50%	25 47%	26 29%	40 50%	59 49%	28 47%	69 46%	-	-	-	14 29%	43 43%	25 64%	-
Refused	54 13%	28 15%	26 12%	3 9%	4 6%	8 10%	10 13%	4 8%	24 27%	11 14%	9 7%	5 8%	29 19%	-	-	-	6 12%	6 6%	-	-
Don't know	46 11%	22 12%	24 11%	8 21%	11 14%	4 5%	7 9%	7 13%	9 10%	7 9%	11 10%	13 21%	15 10%	-	-	-	6 13%	10 10%	5 12%	-

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Table 6

Q.6 If you do end up voting differently, which party are you most likely to vote for instead of ...?**Base: All respondents who may vote differently**

	Gender			Age						Social Class				Voting Intention		2005 Vote				Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	393	182	211	36	66	89	76	62	64	176	82	51	84	118	139	67	64	143	42	26
Weighted base	416	208	208	65	99	98	59	41	55	107	131	71	108	123	136	85	61	118	64	24
Conservative	59 14%	25 12%	34 16%	12 18%	11 11%	11 11%	13 22%	3 8%	9 17%	16 15%	16 13%	9 13%	17 16%	- -	32 23%	18 21%	9 14%	16 13%	6 9%	- -
Labour	70 17%	34 16%	36 17%	17 26%	22 22%	16 16%	5 10%	4 9%	6 11%	16 15%	32 24%	9 12%	13 12%	31 25%	- -	27 32%	5 9%	17 14%	16 26%	9 35%
Liberal Democrat	115 28%	63 30%	52 25%	14 22%	22 22%	33 34%	16 28%	13 32%	16 30%	30 28%	38 29%	28 39%	20 18%	48 39%	49 36%	- -	18 29%	37 31%	21 32%	9 37%
SNP	4 1%	2 1%	1 1%	- -	- -	2 2%	* 1%	- -	1 2%	1 1%	1 1%	- -	2 1%	1 1%	1 1%	- -	1 1%	* -	- -	- -
Plaid Cymru	2 *	* *	1 1%	- -	- -	1 1%	- -	* 1%	1 1%	1 1%	- -	- -	1 1%	1 1%	1 1%	- -	- -	2 1%	- -	1 3%
The UK Independence Party	15 4%	12 6%	3 2%	- -	2 2%	4 4%	1 2%	3 6%	5 9%	5 5%	2 1%	1 1%	7 7%	8 7%	1 1%	2 3%	6 10%	1 1%	1 1%	- -
The Green Party	18 4%	8 4%	11 5%	1 1%	5 5%	6 6%	3 6%	1 4%	2 4%	6 6%	7 6%	4 6%	1 1%	3 2%	5 4%	8 10%	2 3%	7 6%	5 7%	- -
The British National Party	3 1%	3 2%	- -	- -	- -	2 2%	- -	1 3%	- -	* 1%	2 1%	1 1%	- -	2 2%	* -	- -	2 3%	* -	- -	- -
Other party	13 3%	8 4%	4 2%	- -	2 2%	4 5%	3 5%	1 2%	3 5%	3 3%	3 3%	- -	6 6%	4 3%	3 2%	3 4%	4 7%	5 4%	- -	- -
Refused	4 1%	1 1%	3 1%	- -	1 1%	1 1%	* 1%	- -	1 2%	2 2%	- -	- -	2 2%	1 1%	- -	- -	- -	1 1%	- -	1 3%
Don't know	115 28%	51 24%	64 31%	22 34%	34 35%	18 18%	16 28%	14 34%	11 20%	27 25%	29 22%	20 28%	39 36%	24 20%	44 32%	26 31%	15 24%	33 28%	15 24%	5 22%

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Table 7

Q.7 If you concluded that ... had no chance of winning in the constituency where you live, and it was clearly a two-horse race between Labour and the Conservatives, would you...?

Base: All respondents who intend to vote Lib Dem, UKIP, Green, BNP or Other

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	199	100	99	17	24	36	46	36	40	75	41	26	57	-	-	108	24	38	52	-
Weighted base	223	114	109	27	41	42	45	28	40	50	67	36	70	-	-	132	23	32	73	-
Vote ... anyway	128	63	65	17	22	22	32	17	17	31	46	19	32	-	-	79	9	19	48	-
	57%	56%	59%	65%	52%	54%	72%	60%	43%	61%	68%	54%	46%	-	-	59%	38%	58%	65%	-
Vote Conservative to stop Labour	29	14	15	4	2	2	7	4	10	8	7	5	9	-	-	17	10	2	5	-
	13%	12%	14%	15%	5%	6%	15%	12%	25%	16%	10%	14%	13%	-	-	13%	45%	5%	7%	-
Vote Labour to stop the Conservatives	25	14	12	1	7	7	4	4	3	7	5	3	10	-	-	16	3	8	10	-
	11%	12%	11%	3%	16%	16%	8%	14%	8%	14%	8%	9%	14%	-	-	12%	12%	26%	14%	-
Not vote at all	35	22	12	3	11	10	1	4	6	2	10	9	15	-	-	15	1	4	6	-
	16%	20%	11%	11%	27%	23%	2%	13%	16%	4%	14%	24%	21%	-	-	11%	5%	11%	8%	-
Don't know	6	1	6	1	-	1	1	-	3	3	-	-	4	-	-	5	-	-	5	-
	3%	1%	5%	5%	-	1%	2%	-	8%	5%	-	-	5%	-	-	4%	-	-	6%	-

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Table 8

Q.8 Which of the following do you think is the most likely result at the next general election nationally?**Base: All respondents**

	Gender		Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- servative	Labour	Lib- eral Demo- crat	Con- servative	Labour		Lib- eral Demo- crat
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
A Conservative landslide (majority of over 100 in the House of Commons)	74 5%	38 5%	36 5%	7 4%	23 8%	12 4%	15 6%	5 2%	13 4%	11 4%	25 6%	11 5%	27 5%	32 10%	6 2%	8 6%	24 9%	14 3%	5 4%	4 8%
A Conservative victory, but not with a very large majority in the House of Commons	408 27%	242 33%	166 22%	39 24%	70 24%	78 27%	76 30%	60 30%	85 28%	89 30%	121 28%	73 30%	125 24%	174 51%	43 13%	38 29%	138 50%	85 20%	35 25%	21 41%
A 'hung Parliament' where no party has an overall majority in the House of Commons but the Conservatives are the largest party	256 17%	145 20%	111 14%	17 10%	51 18%	43 15%	45 18%	44 23%	54 18%	63 21%	78 18%	42 17%	74 14%	78 23%	21 7%	33 25%	74 27%	53 13%	35 25%	13 25%
A 'hung Parliament' where no party has an overall majority in the House of Commons but Labour are the largest party	240 16%	114 15%	127 17%	21 13%	34 12%	46 16%	47 18%	36 18%	56 18%	54 18%	74 17%	32 13%	81 15%	23 7%	73 22%	25 19%	15 5%	106 25%	32 23%	8 16%
A Labour victory but not with a very large majority in the House of Commons	294 20%	129 17%	166 22%	29 17%	72 25%	55 19%	47 18%	31 16%	60 20%	55 18%	83 19%	50 21%	107 20%	22 7%	138 42%	17 13%	19 7%	124 30%	18 13%	5 10%
A Labour landslide (a majority of over 100 in the House of Commons)	70 5%	25 3%	45 6%	20 12%	16 5%	18 6%	7 3%	6 3%	4 1%	10 3%	22 5%	6 3%	32 6%	2 1%	31 10%	1 1%	1 *	17 4%	7 5%	- -
Refused	5 *	2 *	3 *	- -	- -	1 1%	1 *	2 1%	* *	* *	1 *	- -	3 1%	- -	- -	- -	- -	1 *	- -	- -
Don't know	153 10%	42 6%	112 15%	32 19%	23 8%	35 12%	19 7%	13 7%	31 10%	18 6%	32 7%	27 11%	76 14%	6 2%	15 5%	10 7%	8 3%	17 4%	6 4%	- -

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Table 9

Q.9 Which party do you think is most likely to win locally, in the constituency where you live?**Base: All respondents**

	Gender		Age							Social Class				Voting Intention		2005 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	Labour 2005, Con 2010
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
Conservative	431 29%	228 31%	202 26%	26 15%	65 23%	87 30%	81 32%	61 31%	110 36%	98 33%	126 29%	63 26%	144 27%	136 40%	71 21%	40 30%	113 40%	115 28%	31 22%	21 40%
Labour	724 48%	368 50%	357 47%	78 47%	148 52%	140 49%	129 50%	98 50%	131 43%	142 47%	203 47%	120 50%	259 49%	158 47%	191 58%	46 35%	126 45%	234 56%	68 49%	27 54%
Lib Dem	93 6%	43 6%	50 7%	7 4%	18 6%	23 8%	17 7%	8 4%	19 6%	26 9%	26 6%	12 5%	29 6%	17 5%	23 7%	24 18%	15 6%	27 6%	27 19%	2 4%
Other	34 2%	16 2%	17 2%	2 1%	7 2%	6 2%	4 2%	9 4%	6 2%	6 2%	12 3%	4 1%	12 2%	8 2%	3 1%	1 1%	3 1%	8 2%	2 1%	-
Refused	3 *	-	3 *	-	-	-	2 1%	-	1 *	-	3 1%	-	-	-	-	2 1%	-	-	2 1%	-
Don't know	216 14%	80 11%	136 18%	53 32%	49 17%	32 11%	24 9%	22 11%	36 12%	28 9%	66 15%	42 18%	80 15%	19 6%	41 13%	19 14%	23 8%	34 8%	9 7%	1 1%

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Table 10

Q.10 Thinking about the national picture, not just your own local constituency, please say which of the following statements is closest to your view, even if none of the statements is exactly what you think?

Base: All respondents

	Gender		Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour		Lib- eral Demo- crat
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
It seems like 'time for a change' from Labour, but I am not sure that it is 'time for a change' to the Conservatives'	621 41%	273 37%	348 45%	80 48%	128 44%	123 43%	118 46%	84 43%	89 29%	132 44%	184 42%	91 38%	214 41%	47 14%	116 35%	83 63%	52 19%	175 42%	88 64%	13 27%
It seems like 'time for a change' from Labour and I think it is 'time for a change' to the Conservatives	517 34%	271 37%	246 32%	46 28%	110 38%	96 33%	77 30%	64 32%	125 41%	105 35%	158 36%	97 40%	157 30%	275 81%	32 10%	32 24%	206 74%	68 16%	23 16%	36 71%
It does not seem like 'time for a change' from Labour	282 19%	146 20%	136 18%	29 17%	43 15%	50 17%	52 20%	42 21%	67 22%	49 16%	74 17%	37 15%	123 23%	10 3%	170 52%	11 9%	10 3%	154 37%	20 15%	1 2%
Don't know	79 5%	45 6%	35 5%	11 7%	8 3%	19 7%	11 4%	7 4%	23 7%	14 5%	19 4%	16 7%	31 6%	6 2%	11 3%	6 5%	11 4%	22 5%	7 5%	-

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 11

Q.11 I'd like to ask about how much contact you have had from the main political parties over the last few months.

Can you remember whether Labour have...?

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
Knocked on your door	110 7%	58 8%	52 7%	14 9%	17 6%	34 12%	16 6%	11 6%	18 6%	21 7%	32 7%	20 8%	37 7%	21 6%	35 11%	8 6%	9 3%	47 11%	2 2%	10 19%
Phoned you	72 5%	33 5%	39 5%	8 5%	9 3%	12 4%	13 5%	9 5%	22 7%	14 5%	15 4%	15 6%	27 5%	11 3%	34 10%	2 2%	6 2%	37 9%	4 3%	2 4%
Delivered leaflets or newspapers to your home	601 40%	301 41%	300 39%	63 38%	133 46%	120 42%	107 41%	71 36%	108 36%	120 40%	184 42%	82 34%	215 41%	119 35%	159 48%	61 46%	89 32%	196 47%	60 44%	19 38%
Sent a personally addressed letter to you through the post	234 16%	114 16%	120 16%	20 12%	37 13%	42 15%	56 22%	33 17%	47 15%	43 14%	76 17%	36 15%	79 15%	44 13%	86 26%	18 14%	31 11%	104 25%	12 9%	11 21%
None of these	816 54%	397 54%	419 55%	98 59%	141 49%	154 54%	134 52%	112 57%	177 58%	160 53%	228 52%	139 58%	289 55%	197 58%	140 43%	70 53%	179 64%	185 44%	74 53%	22 43%

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 12

Q.11 I'd like to ask about how much contact you have had from the main political parties over the last few months.

Can you remember whether the Conservatives have...?

Base: All respondents

	Gender			Age						Social Class				Voting Intention		2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
Knocked on your door	83 6%	43 6%	40 5%	5 3%	7 2%	19 6%	17 6%	14 7%	22 7%	20 7%	25 6%	10 4%	28 5%	34 10%	16 5%	4 3%	29 10%	19 4%	4 3%	4 8%
Phoned you	51 3%	26 4%	24 3%	3 2%	4 1%	10 4%	4 1%	9 4%	21 7%	10 3%	16 4%	6 3%	18 3%	22 7%	7 2%	5 4%	21 8%	11 3%	8 6%	2 4%
Delivered leaflets or newspapers to your home	635 42%	317 43%	317 41%	74 44%	116 40%	111 38%	112 44%	91 46%	131 43%	150 50%	205 47%	86 36%	193 37%	176 52%	114 35%	62 47%	147 53%	156 37%	64 46%	25 49%
Sent a personally addressed letter to you through the post	321 21%	165 22%	156 20%	17 10%	38 13%	56 19%	68 26%	57 29%	86 28%	69 23%	99 23%	48 20%	105 20%	105 31%	46 14%	33 25%	97 35%	79 19%	28 20%	15 29%
None of these	775 52%	367 50%	407 53%	90 54%	161 56%	164 57%	123 48%	90 46%	147 49%	133 44%	204 47%	136 57%	301 57%	137 41%	197 60%	63 47%	106 38%	238 57%	67 48%	24 47%

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 13

Q.11 I'd like to ask about how much contact you have had from the main political parties over the last few months.

Can you remember whether the Liberal Democrats have...?

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
Knocked on your door	50 3%	19 3%	30 4%	6 4%	9 3%	10 4%	8 3%	2 1%	13 4%	8 3%	16 4%	9 4%	16 3%	6 2%	11 3%	15 12%	8 3%	7 2%	13 10%	* 1%
Phoned you	20 1%	10 1%	10 1%	- -	4 1%	4 1%	3 1%	1 *	9 3%	3 1%	6 1%	- -	11 2%	4 1%	5 2%	10 7%	5 2%	4 1%	10 7%	- -
Delivered leaflets or newspapers to your home	366 24%	176 24%	190 25%	45 27%	73 25%	59 20%	79 31%	47 24%	62 21%	79 26%	118 27%	49 21%	120 23%	73 22%	85 26%	56 42%	58 21%	99 24%	54 39%	15 29%
Sent a personally addressed letter to you through the post	124 8%	61 8%	62 8%	9 6%	28 10%	21 7%	28 11%	18 9%	19 6%	25 8%	44 10%	14 6%	41 8%	23 7%	19 6%	32 25%	22 8%	29 7%	32 23%	6 11%
None of these	1104 74%	544 74%	559 73%	117 70%	208 72%	223 78%	174 67%	147 74%	235 78%	218 73%	305 70%	186 78%	394 75%	262 78%	237 72%	72 55%	216 77%	314 75%	83 60%	36 71%

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Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 14

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Gordon Brown - I have a clear sense of what he really believes

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
NET: Agree	820 55%	390 53%	430 56%	82 49%	134 47%	159 55%	161 63%	105 54%	178 59%	170 57%	249 57%	106 44%	295 56%	117 35%	277 84%	71 53%	117 42%	296 71%	77 55%	17 33%
Strongly agree	(4) 411 27%	196 27%	215 28%	25 15%	60 21%	76 26%	74 29%	57 29%	119 39%	74 25%	114 26%	52 22%	171 33%	46 14%	182 55%	31 24%	42 15%	194 46%	40 29%	11 22%
Somewhat agree	(3) 409 27%	194 26%	215 28%	57 34%	74 26%	84 29%	87 34%	48 24%	59 19%	96 32%	135 31%	54 22%	124 24%	71 21%	95 29%	39 30%	75 27%	102 24%	37 26%	6 12%
Somewhat disagree	(2) 312 21%	165 22%	147 19%	45 27%	78 27%	71 25%	44 17%	30 15%	44 15%	70 23%	95 22%	66 27%	81 15%	98 29%	37 11%	27 20%	72 26%	52 13%	33 24%	14 27%
Strongly disagree	(1) 283 19%	150 20%	133 17%	24 14%	62 22%	38 13%	41 16%	50 26%	68 23%	48 16%	79 18%	55 23%	101 19%	110 33%	10 3%	25 19%	82 29%	50 12%	21 15%	16 31%
NET: Disagree	595 40%	315 43%	280 37%	69 41%	140 49%	108 38%	84 33%	81 41%	112 37%	118 39%	174 40%	121 50%	182 35%	208 61%	47 14%	52 39%	154 55%	103 25%	55 39%	30 58%
Don't know	85 6%	30 4%	54 7%	15 9%	13 5%	20 7%	12 5%	11 5%	13 4%	11 4%	12 3%	14 6%	48 9%	13 4%	4 1%	9 7%	7 3%	20 5%	7 5%	4 8%
Mean	2.67	2.62	2.72	2.55	2.48	2.74	2.79	2.60	2.79	2.68	2.67	2.45	2.77	2.16	3.39	2.62	2.28	3.10	2.73	2.26
Standard deviation	1.10	1.10	1.09	0.95	1.07	1.02	1.05	1.18	1.21	1.03	1.07	1.09	1.15	1.05	0.81	1.08	1.06	1.06	1.07	1.18
Standard error	0.03	0.04	0.04	0.11	0.08	0.07	0.06	0.07	0.06	0.04	0.06	0.08	0.06	0.06	0.04	0.11	0.06	0.05	0.11	0.16

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Absolutes/col percents

Table 15

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Gordon Brown - He is a nice, likeable person

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
NET: Agree	742 49%	339 46%	402 53%	86 52%	145 51%	152 53%	132 51%	80 40%	146 48%	135 45%	222 51%	109 45%	276 53%	108 32%	251 76%	62 47%	96 34%	256 61%	71 51%	20 39%
Strongly agree	(4) 245 16%	124 17%	122 16%	21 13%	49 17%	32 11%	37 14%	28 14%	77 26%	33 11%	54 12%	36 15%	123 23%	31 9%	112 34%	8 6%	20 7%	108 26%	19 14%	10 19%
Somewhat agree	(3) 496 33%	215 29%	281 37%	65 39%	96 33%	121 42%	95 37%	51 26%	68 23%	102 34%	168 39%	74 31%	153 29%	77 23%	139 42%	54 41%	76 27%	148 35%	52 38%	10 20%
Somewhat disagree	(2) 329 22%	165 23%	163 21%	45 27%	67 23%	67 23%	57 22%	47 24%	47 15%	76 25%	94 22%	59 25%	100 19%	91 27%	42 13%	41 31%	72 26%	66 16%	41 29%	11 22%
Strongly disagree	(1) 285 19%	162 22%	123 16%	23 14%	48 17%	41 14%	48 18%	55 28%	72 24%	62 21%	81 19%	47 20%	95 18%	115 34%	10 3%	23 18%	90 32%	55 13%	17 12%	15 30%
NET: Disagree	614 41%	328 45%	286 37%	67 40%	115 40%	108 37%	104 41%	102 52%	118 39%	138 46%	175 40%	106 44%	195 37%	206 61%	52 16%	64 49%	162 58%	121 29%	58 42%	26 52%
Don't know	144 10%	68 9%	76 10%	13 8%	27 9%	28 10%	21 8%	16 8%	39 13%	27 9%	38 9%	25 10%	54 10%	23 7%	26 8%	6 4%	21 8%	42 10%	10 7%	5 9%
Mean	2.52	2.45	2.58	2.55	2.56	2.55	2.51	2.30	2.57	2.39	2.49	2.45	2.65	2.08	3.17	2.37	2.10	2.82	2.57	2.31
Standard deviation	1.02	1.05	0.98	0.91	1.00	0.90	0.98	1.06	1.17	0.97	0.97	1.01	1.08	1.00	0.78	0.86	0.97	1.01	0.90	1.15
Standard error	0.03	0.04	0.04	0.10	0.08	0.06	0.06	0.06	0.06	0.04	0.06	0.08	0.05	0.05	0.04	0.08	0.06	0.05	0.09	0.16

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Absolutes/col percents

Table 16

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Gordon Brown - He has what it takes to be a leader

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
NET: Agree	781 52%	394 54%	387 51%	97 58%	157 55%	157 55%	135 53%	90 46%	144 48%	152 51%	238 55%	118 49%	272 52%	87 26%	284 86%	64 49%	74 26%	284 68%	77 55%	15 31%
Strongly agree	(4) 21%	182 25%	135 18%	27 16%	42 15%	59 20%	54 21%	46 23%	89 29%	52 17%	91 21%	43 18%	131 25%	20 6%	151 46%	20 15%	22 8%	153 37%	27 19%	3 6%
Somewhat agree	(3) 31%	212 29%	252 33%	70 42%	115 40%	98 34%	81 32%	45 23%	56 18%	101 34%	147 34%	75 31%	141 27%	68 20%	133 41%	44 33%	51 18%	131 31%	50 36%	12 25%
Somewhat disagree	(2) 17%	102 14%	150 20%	30 18%	49 17%	53 18%	50 19%	30 15%	40 13%	68 23%	64 15%	46 19%	75 14%	75 22%	33 10%	30 23%	69 25%	47 11%	23 16%	7 14%
Strongly disagree	(1) 26%	218 30%	179 23%	30 18%	71 25%	63 22%	62 24%	70 35%	102 34%	71 24%	116 27%	62 26%	148 28%	167 49%	10 3%	29 22%	127 46%	71 17%	29 21%	25 50%
NET: Disagree	649 43%	320 44%	329 43%	60 36%	119 42%	115 40%	112 43%	100 51%	143 47%	139 46%	179 41%	108 45%	223 42%	241 71%	43 13%	59 45%	196 70%	118 28%	52 37%	32 64%
Don't know	70 5%	21 3%	49 6%	10 6%	11 4%	15 5%	10 4%	7 4%	16 5%	9 3%	17 4%	14 6%	30 6%	9 3%	2 1%	9 7%	10 3%	17 4%	10 7%	3 6%
Mean	2.49	2.50	2.48	2.60	2.47	2.56	2.51	2.35	2.46	2.46	2.51	2.44	2.52	1.82	3.30	2.45	1.88	2.91	2.58	1.86
Standard deviation	1.12	1.17	1.06	0.98	1.03	1.07	1.09	1.20	1.26	1.05	1.11	1.09	1.18	0.96	0.77	1.03	0.99	1.10	1.06	1.02
Standard error	0.03	0.05	0.04	0.11	0.08	0.07	0.06	0.07	0.07	0.05	0.07	0.08	0.06	0.05	0.04	0.10	0.06	0.05	0.11	0.14

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Table 17

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Gordon Brown - I think of him as a family man

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	1131	536	594	108	217	211	195	150	250	230	332	173	396	248	296	95	216	343	107	42	
	75%	73%	78%	65%	75%	73%	76%	76%	82%	77%	76%	72%	76%	73%	90%	72%	77%	82%	77%	82%	
Strongly agree	(4)	648	291	357	42	114	112	112	87	181	121	189	101	238	120	197	54	113	235	65	22
		43%	40%	47%	25%	40%	39%	43%	44%	60%	40%	43%	42%	45%	36%	60%	41%	40%	56%	47%	44%
Somewhat agree	(3)	482	245	237	66	102	99	83	63	68	109	143	72	159	128	99	40	103	108	43	20
		32%	33%	31%	40%	36%	34%	32%	32%	23%	36%	33%	30%	30%	38%	30%	31%	37%	26%	31%	39%
Somewhat disagree	(2)	150	78	72	28	29	31	28	14	20	29	49	28	43	43	13	21	28	29	14	3
		10%	11%	9%	17%	10%	11%	11%	7%	6%	10%	11%	12%	8%	13%	4%	16%	10%	7%	10%	7%
Strongly disagree	(1)	119	72	48	11	27	24	16	23	19	22	33	24	41	38	8	10	27	20	7	4
		8%	10%	6%	7%	9%	8%	6%	11%	6%	7%	7%	10%	8%	11%	2%	7%	10%	5%	5%	8%
NET: Disagree		269	149	120	39	56	55	44	37	38	51	82	52	84	81	21	31	55	49	21	7
		18%	20%	16%	24%	19%	19%	17%	19%	13%	17%	19%	22%	16%	24%	6%	23%	20%	12%	15%	15%
Don't know		100	49	51	19	15	22	19	10	15	20	21	15	45	9	12	7	9	26	11	1
		7%	7%	7%	11%	5%	8%	7%	5%	5%	7%	5%	6%	8%	3%	4%	5%	3%	6%	8%	3%
Mean		3.19	3.10	3.27	2.94	3.12	3.12	3.22	3.15	3.43	3.17	3.18	3.11	3.24	3.00	3.53	3.11	3.12	3.42	3.29	3.22
Standard deviation		0.94	0.97	0.89	0.88	0.95	0.94	0.90	1.00	0.88	0.91	0.93	1.00	0.93	0.98	0.69	0.95	0.95	0.84	0.87	0.90
Standard error		0.02	0.04	0.03	0.10	0.07	0.06	0.05	0.06	0.05	0.04	0.05	0.07	0.05	0.05	0.04	0.09	0.05	0.04	0.09	0.12

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Absolutes/col percents

Table 18

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Gordon Brown - He generally says what he really thinks, not just what spin doctors tell him to say

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	740 49%	336 46%	404 53%	76 46%	141 49%	149 52%	122 47%	91 46%	161 53%	136 45%	226 52%	108 45%	271 52%	113 34%	255 78%	58 44%	76 27%	265 63%	65 47%	20 40%	
Strongly agree	(4) 23%	351 23%	169 24%	182 18%	29 19%	55 19%	70 24%	51 20%	47 24%	98 32%	46 15%	106 24%	55 23%	144 27%	49 15%	132 40%	24 18%	31 11%	142 34%	29 21%	11 22%
Somewhat agree	(3) 26%	389 26%	167 23%	222 29%	47 28%	86 30%	79 27%	71 28%	44 22%	63 21%	90 30%	120 28%	53 22%	126 24%	64 19%	124 38%	34 25%	45 16%	124 30%	36 26%	9 18%
Somewhat disagree	(2) 20%	294 20%	146 20%	147 19%	48 29%	65 23%	57 20%	52 20%	33 17%	39 13%	80 27%	83 19%	50 21%	80 15%	77 23%	34 10%	35 26%	68 24%	60 14%	35 25%	10 20%
Strongly disagree	(1) 23%	346 23%	205 28%	141 18%	23 14%	66 23%	57 20%	58 23%	59 30%	82 27%	60 20%	105 24%	57 24%	124 24%	131 39%	21 6%	33 25%	113 40%	64 15%	31 22%	18 36%
NET: Disagree	640 43%	351 48%	288 38%	71 42%	131 46%	114 40%	110 43%	92 47%	121 40%	140 47%	188 43%	107 45%	204 39%	208 62%	55 17%	68 51%	180 65%	124 30%	66 48%	28 56%	
Don't know	120 8%	48 6%	72 9%	20 12%	16 5%	25 9%	25 10%	14 7%	21 7%	24 8%	21 5%	26 11%	50 10%	16 5%	18 5%	7 5%	23 8%	29 7%	8 6%	2 4%	
Mean	2.54	2.44	2.64	2.56	2.48	2.62	2.49	2.43	2.63	2.44	2.55	2.49	2.61	2.10	3.18	2.39	1.98	2.88	2.48	2.28	
Standard deviation	1.12	1.16	1.08	0.98	1.07	1.10	1.09	1.19	1.23	1.01	1.13	1.14	1.17	1.10	0.88	1.08	1.05	1.08	1.09	1.20	
Standard error	0.03	0.05	0.04	0.11	0.08	0.07	0.07	0.07	0.07	0.04	0.07	0.09	0.06	0.06	0.05	0.11	0.06	0.05	0.11	0.16	

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 19

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Gordon Brown - The national health service is important to him

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	1051	531	520	122	182	193	190	133	230	221	318	162	350	208	284	93	180	340	111	31	
	70%	72%	68%	73%	63%	67%	74%	68%	76%	74%	73%	67%	67%	62%	86%	70%	64%	81%	80%	61%	
Strongly agree	(4)	536	284	252	42	75	97	90	79	153	104	153	67	212	81	214	40	60	227	63	13
		36%	39%	33%	25%	26%	34%	35%	40%	50%	35%	35%	28%	40%	24%	65%	30%	21%	54%	46%	25%
Somewhat agree	(3)	515	247	268	80	107	96	101	54	77	117	165	95	138	127	70	53	120	113	47	18
		34%	34%	35%	48%	37%	33%	39%	27%	26%	39%	38%	40%	26%	38%	21%	40%	43%	27%	34%	36%
Somewhat disagree	(2)	197	102	94	23	60	36	31	22	24	41	54	40	61	59	27	25	48	32	15	11
		13%	14%	12%	14%	21%	12%	12%	11%	8%	14%	12%	17%	12%	18%	8%	19%	17%	8%	11%	21%
Strongly disagree	(1)	149	70	78	8	20	38	15	31	36	21	40	19	68	52	10	9	34	33	7	9
		10%	10%	10%	5%	7%	13%	6%	16%	12%	7%	9%	8%	13%	15%	3%	7%	12%	8%	5%	18%
NET: Disagree		345	172	173	31	81	74	46	53	60	62	94	59	130	111	37	34	82	65	22	20
		23%	23%	23%	19%	28%	26%	18%	27%	20%	21%	22%	25%	25%	33%	11%	26%	30%	15%	16%	39%
Don't know		104	31	73	13	25	21	21	10	13	17	22	19	45	19	8	5	17	13	6	-
		7%	4%	9%	8%	9%	7%	8%	5%	4%	6%	5%	8%	9%	6%	2%	4%	6%	3%	4%	-
Mean		3.03	3.06	3.00	3.02	2.90	2.94	3.12	2.97	3.20	3.08	3.04	2.95	3.03	2.74	3.52	2.97	2.78	3.32	3.26	2.67
Standard deviation		0.97	0.97	0.98	0.80	0.90	1.04	0.87	1.10	1.03	0.90	0.95	0.91	1.07	1.01	0.78	0.90	0.94	0.93	0.86	1.05
Standard error		0.03	0.04	0.04	0.09	0.07	0.07	0.05	0.07	0.05	0.04	0.06	0.07	0.05	0.05	0.04	0.09	0.05	0.04	0.09	0.14

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 20

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Gordon Brown - He sends his children to state schools

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	513 34%	259 35%	253 33%	61 37%	92 32%	99 34%	79 31%	56 28%	127 42%	100 33%	142 33%	88 36%	184 35%	101 30%	159 48%	48 37%	90 32%	170 41%	59 42%	12 23%	
Strongly agree	(4) 17%	258 19%	136 16%	121 18%	30 12%	33 12%	40 14%	30 12%	31 16%	93 31%	40 13%	70 16%	43 18%	105 20%	47 14%	87 27%	25 19%	36 13%	102 24%	31 22%	6 12%
Somewhat agree	(3) 17%	255 17%	123 17%	132 17%	31 19%	58 20%	59 21%	49 19%	25 12%	34 11%	59 20%	72 17%	45 19%	79 15%	54 16%	72 22%	23 18%	55 20%	67 16%	28 20%	5 11%
Somewhat disagree	(2) 7%	106 7%	52 7%	54 7%	7 4%	35 12%	21 7%	16 6%	9 5%	17 6%	28 9%	27 6%	18 8%	33 6%	36 11%	11 3%	15 11%	22 8%	17 4%	8 6%	9 17%
Strongly disagree	(1) 8%	117 8%	63 9%	54 7%	18 11%	22 8%	24 8%	13 5%	17 9%	22 7%	17 6%	32 7%	11 4%	58 11%	34 10%	15 5%	3 2%	19 7%	29 7%	5 3%	5 10%
NET: Disagree	224 15%	115 16%	108 14%	26 15%	58 20%	45 16%	29 11%	27 14%	39 13%	44 15%	59 14%	29 12%	91 17%	70 21%	26 8%	18 14%	41 15%	45 11%	13 9%	14 28%	
Don't know	764 51%	361 49%	403 53%	80 48%	139 48%	143 50%	150 58%	115 58%	137 45%	156 52%	233 54%	123 51%	251 48%	167 49%	143 44%	66 50%	148 53%	203 49%	67 48%	25 50%	
Mean	2.89	2.89	2.89	2.84	2.69	2.79	2.89	2.84	3.19	2.86	2.89	3.03	2.84	2.66	3.25	3.06	2.82	3.13	3.19	2.48	
Standard deviation	1.06	1.08	1.04	1.12	0.99	1.03	0.95	1.15	1.08	0.96	1.06	0.95	1.15	1.09	0.90	0.89	1.00	1.04	0.88	1.09	
Standard error	0.04	0.06	0.05	0.16	0.10	0.09	0.09	0.10	0.08	0.06	0.09	0.10	0.08	0.08	0.06	0.12	0.08	0.06	0.13	0.21	

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 21

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Gordon Brown - He treats his staff well

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
NET: Agree	568 38%	270 37%	298 39%	77 46%	123 43%	110 38%	91 35%	54 27%	113 37%	99 33%	172 40%	79 33%	218 41%	91 27%	200 61%	44 33%	66 24%	210 50%	59 43%	18 35%
Strongly agree	(4) 177 12%	93 13%	83 11%	21 13%	28 10%	23 8%	29 11%	17 8%	59 19%	17 6%	45 10%	27 11%	88 17%	22 7%	82 25%	15 11%	15 5%	91 22%	14 10%	4 8%
Somewhat agree	(3) 391 26%	177 24%	214 28%	56 34%	95 33%	87 30%	62 24%	37 19%	54 18%	82 27%	127 29%	52 22%	130 25%	69 20%	118 36%	29 22%	51 18%	119 28%	45 32%	14 27%
Somewhat disagree	(2) 280 19%	150 20%	130 17%	27 16%	56 20%	63 22%	59 23%	39 20%	35 12%	68 23%	83 19%	52 22%	76 15%	82 24%	38 12%	38 29%	66 24%	52 12%	26 19%	14 28%
Strongly disagree	(1) 243 16%	145 20%	98 13%	32 19%	35 12%	43 15%	27 10%	47 24%	61 20%	44 15%	69 16%	43 18%	87 17%	100 30%	13 4%	22 17%	77 27%	47 11%	16 12%	13 25%
NET: Disagree	523 35%	295 40%	228 30%	59 36%	91 32%	106 37%	86 33%	86 44%	96 32%	112 37%	152 35%	95 40%	164 31%	182 54%	51 15%	60 45%	142 51%	98 24%	42 31%	27 54%
Don't know	409 27%	170 23%	239 31%	30 18%	73 25%	72 25%	81 31%	58 29%	94 31%	89 30%	111 25%	66 27%	144 27%	65 19%	78 24%	28 21%	71 25%	110 26%	37 27%	5 11%
Mean	2.46	2.39	2.54	2.48	2.54	2.42	2.53	2.17	2.53	2.34	2.46	2.36	2.57	2.05	3.07	2.35	2.02	2.82	2.56	2.21
Standard deviation	1.01	1.04	0.97	1.02	0.92	0.92	0.94	1.03	1.18	0.90	0.98	1.02	1.08	0.97	0.82	0.97	0.95	1.02	0.92	0.97
Standard error	0.03	0.05	0.04	0.12	0.08	0.07	0.07	0.07	0.07	0.05	0.07	0.09	0.06	0.06	0.05	0.11	0.06	0.05	0.11	0.14

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 22

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Gordon Brown - Other political leaders - in Britain and abroad - respect him

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	815	424	391	66	153	174	152	99	172	171	230	131	284	138	249	64	126	290	78	20	
	54%	58%	51%	39%	53%	61%	59%	50%	57%	57%	53%	54%	54%	41%	76%	48%	45%	69%	56%	40%	
Strongly agree	(4)	301	176	125	18	45	52	51	40	94	49	95	40	117	30	126	21	24	136	35	7
		20%	24%	16%	11%	16%	18%	20%	20%	31%	16%	22%	17%	22%	9%	38%	16%	9%	32%	25%	14%
Somewhat agree	(3)	515	248	267	48	108	122	101	58	78	122	135	90	167	108	123	42	103	154	42	13
		34%	34%	35%	29%	37%	42%	39%	30%	26%	41%	31%	38%	32%	32%	37%	32%	37%	37%	31%	26%
Somewhat disagree	(2)	332	151	181	65	63	57	50	42	55	74	116	46	97	103	43	38	82	57	30	12
		22%	21%	24%	39%	22%	20%	19%	22%	18%	25%	27%	19%	18%	31%	13%	29%	29%	14%	22%	23%
Strongly disagree	(1)	211	117	94	23	47	29	28	41	42	34	60	34	84	75	17	22	51	45	21	18
		14%	16%	12%	14%	16%	10%	11%	21%	14%	11%	14%	14%	16%	22%	5%	16%	18%	11%	15%	35%
NET: Disagree		543	268	275	88	111	85	79	83	97	108	175	79	181	178	60	60	133	102	51	30
		36%	36%	36%	53%	39%	30%	30%	42%	32%	36%	40%	33%	34%	53%	18%	45%	48%	24%	37%	58%
Don't know		141	43	99	13	24	28	27	15	35	21	30	30	61	21	20	9	19	26	10	1
		9%	6%	13%	8%	8%	10%	11%	8%	11%	7%	7%	12%	12%	6%	6%	7%	7%	6%	7%	1%
Mean		2.67	2.70	2.63	2.39	2.57	2.76	2.76	2.54	2.83	2.67	2.65	2.65	2.68	2.30	3.16	2.52	2.38	2.97	2.71	2.19
Standard deviation		0.99	1.03	0.94	0.88	0.98	0.90	0.94	1.07	1.08	0.91	1.00	0.97	1.04	0.94	0.86	0.98	0.90	0.98	1.04	1.08
Standard error		0.03	0.04	0.03	0.10	0.08	0.06	0.06	0.06	0.06	0.04	0.06	0.08	0.05	0.05	0.10	0.05	0.04	0.11	0.14	

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 23

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Gordon Brown - He is strong and determined

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	1114	527	587	124	204	227	193	138	228	241	337	161	375	212	306	111	180	350	117	34	
		74%	72%	77%	74%	71%	79%	75%	70%	75%	80%	77%	67%	71%	63%	93%	84%	64%	84%	67%	
Strongly agree	(4)	629	314	315	52	98	121	113	86	158	130	181	87	231	115	214	48	84	244	61	22
		42%	43%	41%	31%	34%	42%	44%	44%	52%	43%	42%	36%	44%	34%	65%	36%	30%	58%	44%	43%
Somewhat agree	(3)	484	212	272	71	106	106	80	51	70	111	156	73	144	98	92	64	96	106	55	12
		32%	29%	36%	43%	37%	37%	31%	26%	23%	37%	36%	30%	27%	29%	28%	48%	34%	25%	40%	24%
Somewhat disagree	(2)	175	105	70	14	45	33	31	22	30	34	45	34	62	58	13	15	46	33	16	9
		12%	14%	9%	9%	16%	12%	12%	11%	10%	11%	10%	14%	12%	17%	4%	12%	17%	8%	11%	17%
Strongly disagree	(1)	149	81	69	14	32	18	21	31	34	17	48	29	56	58	8	5	44	25	5	8
		10%	11%	9%	8%	11%	6%	8%	16%	11%	6%	11%	12%	11%	17%	2%	4%	16%	6%	4%	15%
NET: Disagree		325	186	139	28	76	51	52	53	64	51	93	63	118	116	21	20	90	58	21	17
		22%	25%	18%	17%	27%	18%	20%	27%	21%	17%	21%	26%	22%	34%	6%	15%	32%	14%	15%	33%
Don't know		62	23	39	15	7	10	12	7	11	8	5	17	32	9	2	1	9	10	1	*
		4%	3%	5%	9%	2%	3%	5%	3%	4%	3%	1%	7%	6%	3%	1%	1%	3%	2%	1%	1%
Mean		3.11	3.07	3.15	3.06	2.97	3.19	3.16	3.01	3.21	3.21	3.09	2.98	3.12	2.82	3.57	3.17	2.81	3.39	3.26	2.95
Standard deviation		0.98	1.02	0.94	0.90	0.98	0.88	0.95	1.11	1.03	0.87	0.98	1.03	1.02	1.10	0.69	0.77	1.05	0.88	0.81	1.12
Standard error		0.03	0.04	0.03	0.10	0.07	0.06	0.06	0.07	0.05	0.04	0.06	0.08	0.05	0.06	0.04	0.07	0.06	0.04	0.08	0.15

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 24

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

David Cameron - I have a clear sense of what he really believes

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	891	417	474	98	191	164	146	116	175	173	263	145	310	294	143	73	223	215	67	44	
	59%	57%	62%	59%	66%	57%	57%	59%	58%	58%	61%	61%	59%	87%	44%	55%	80%	51%	48%	87%	
Strongly agree	(4)	397	195	202	39	68	65	61	55	109	58	125	55	159	158	62	34	116	93	32	24
		26%	27%	26%	23%	23%	23%	24%	28%	36%	19%	29%	23%	30%	47%	19%	26%	42%	22%	23%	47%
Somewhat agree	(3)	495	222	272	60	123	99	85	61	66	115	139	90	152	136	82	39	107	121	35	20
		33%	30%	36%	36%	43%	34%	33%	31%	22%	38%	32%	37%	29%	40%	25%	30%	38%	29%	25%	40%
Somewhat disagree	(2)	257	141	117	29	51	56	43	28	51	65	76	39	77	25	64	33	30	76	35	4
		17%	19%	15%	17%	18%	19%	17%	14%	17%	22%	17%	16%	15%	7%	20%	25%	11%	18%	26%	8%
Strongly disagree	(1)	225	122	103	30	25	42	43	35	50	47	68	30	80	8	103	21	15	96	30	-
		15%	17%	13%	18%	9%	15%	17%	18%	16%	16%	12%	15%	2%	31%	16%	5%	23%	22%	-	
NET: Disagree		482	263	219	59	76	98	86	63	100	113	144	69	157	33	167	54	45	172	66	4
		32%	36%	29%	35%	27%	34%	33%	32%	33%	38%	33%	29%	30%	10%	51%	41%	16%	41%	47%	8%
Don't know		127	55	71	9	20	26	26	18	28	15	28	26	58	11	18	5	11	32	6	3
		8%	7%	9%	6%	7%	9%	10%	9%	9%	5%	6%	11%	11%	3%	5%	4%	4%	8%	4%	5%
Mean		2.77	2.72	2.83	2.68	2.87	2.71	2.71	2.76	2.85	2.64	2.79	2.80	2.83	3.36	2.33	2.68	3.21	2.55	2.52	3.40
Standard deviation		1.04	1.07	1.01	1.05	0.90	1.01	1.05	1.09	1.13	0.99	1.06	0.98	1.08	0.73	1.13	1.05	0.86	1.11	1.10	0.65
Standard error		0.03	0.04	0.04	0.11	0.07	0.07	0.06	0.07	0.06	0.04	0.06	0.08	0.05	0.04	0.06	0.10	0.05	0.05	0.11	0.09

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 25

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

David Cameron - He is a nice, likeable person

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	1039	513	525	107	213	200	169	133	217	210	318	173	338	313	194	92	256	251	101	47	
	69%	70%	69%	64%	74%	70%	66%	67%	71%	70%	73%	72%	64%	93%	59%	70%	92%	60%	73%	93%	
Strongly agree	(4)	422	224	198	34	66	82	64	62	114	74	105	72	172	187	62	25	148	95	21	26
		28%	31%	26%	21%	23%	28%	25%	31%	38%	25%	24%	30%	33%	55%	19%	19%	53%	23%	15%	52%
Somewhat agree	(3)	616	289	327	73	147	118	105	71	103	136	213	101	166	126	132	68	108	156	80	21
		41%	39%	43%	44%	51%	41%	41%	36%	34%	45%	49%	42%	32%	37%	40%	51%	39%	37%	58%	41%
Somewhat disagree	(2)	164	88	76	31	33	27	27	21	25	45	39	20	60	16	48	17	10	53	10	1
		11%	12%	10%	19%	12%	9%	11%	11%	8%	15%	9%	9%	11%	5%	15%	13%	3%	13%	7%	2%
Strongly disagree	(1)	132	64	68	13	13	27	26	23	31	26	35	21	51	*	61	12	3	67	18	-
		9%	9%	9%	8%	5%	9%	10%	11%	10%	9%	8%	9%	10%	*	18%	9%	1%	16%	13%	-
NET: Disagree		297	153	144	44	46	54	53	44	56	71	74	41	111	16	109	29	13	119	28	1
		20%	21%	19%	26%	16%	19%	21%	22%	18%	24%	17%	17%	21%	5%	33%	22%	5%	29%	20%	2%
Don't know		165	69	96	16	28	34	36	21	31	20	43	26	75	9	26	11	10	48	9	3
		11%	9%	13%	9%	10%	12%	14%	11%	10%	7%	10%	11%	14%	3%	8%	8%	4%	12%	7%	5%
Mean		3.00	3.01	2.98	2.85	3.02	3.01	2.93	2.97	3.10	2.92	2.99	3.05	3.02	3.52	2.64	2.87	3.49	2.75	2.81	3.52
Standard deviation		0.91	0.93	0.90	0.87	0.77	0.92	0.94	0.99	0.98	0.89	0.85	0.90	0.99	0.59	1.02	0.85	0.63	1.03	0.88	0.55
Standard error		0.02	0.04	0.03	0.10	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.03	0.06	0.09	0.04	0.05	0.09	0.07

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 26

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

David Cameron - He has what it takes to be a leader

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	929	478	452	107	218	179	156	105	164	204	280	150	295	316	142	85	231	211	78	49	
	62%	65%	59%	64%	76%	62%	61%	53%	54%	68%	64%	62%	56%	94%	43%	64%	83%	50%	56%	97%	
Strongly agree	(4)	362	201	162	34	77	74	48	44	86	64	101	65	133	177	47	29	122	77	18	27
		24%	27%	21%	20%	27%	26%	18%	22%	28%	21%	23%	27%	25%	52%	14%	22%	44%	18%	13%	54%
Somewhat agree	(3)	567	277	290	73	142	105	109	61	79	140	179	85	163	139	95	56	109	134	60	22
		38%	38%	38%	44%	49%	36%	42%	31%	26%	47%	41%	35%	31%	41%	29%	42%	39%	32%	43%	43%
Somewhat disagree	(2)	185	89	96	22	19	43	37	26	39	41	54	33	57	10	59	21	20	66	23	-
		12%	12%	13%	13%	7%	15%	14%	13%	13%	14%	12%	14%	11%	3%	18%	16%	7%	16%	16%	-
Strongly disagree	(1)	212	97	115	12	18	38	42	44	58	35	61	29	86	5	98	13	9	107	21	-
		14%	13%	15%	7%	6%	13%	16%	22%	19%	12%	14%	12%	16%	2%	30%	9%	3%	25%	15%	-
NET: Disagree		397	186	210	33	37	81	79	70	97	77	115	61	143	15	157	33	30	173	44	-
		26%	25%	28%	20%	13%	28%	31%	36%	32%	26%	27%	26%	27%	5%	48%	25%	11%	41%	32%	-
Don't know		174	71	103	26	32	29	23	22	42	19	39	29	86	6	29	14	19	35	17	2
		12%	10%	13%	16%	11%	10%	9%	11%	14%	6%	9%	12%	16%	2%	9%	10%	7%	8%	12%	3%
Mean		2.81	2.88	2.75	2.92	3.08	2.83	2.69	2.60	2.73	2.83	2.81	2.88	2.78	3.47	2.31	2.86	3.32	2.47	2.61	3.56
Standard deviation		1.01	1.00	1.01	0.85	0.81	1.01	0.99	1.12	1.14	0.92	0.99	1.00	1.08	0.64	1.09	0.91	0.77	1.10	0.94	0.50
Standard error		0.03	0.04	0.04	0.10	0.06	0.07	0.06	0.07	0.06	0.04	0.06	0.08	0.06	0.03	0.06	0.09	0.04	0.05	0.10	0.07

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 27

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

David Cameron - I think of him as a family man

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	1198	593	605	121	228	233	196	161	258	255	362	195	386	313	247	102	264	327	107	45	
	80%	81%	79%	73%	79%	81%	76%	82%	85%	85%	83%	81%	74%	93%	75%	77%	95%	78%	78%	89%	
Strongly agree	(4)	714	343	371	46	120	143	107	104	194	146	211	110	246	254	135	46	203	202	57	34
		48%	47%	49%	28%	42%	50%	42%	53%	64%	49%	49%	46%	47%	75%	41%	34%	73%	48%	41%	67%
Somewhat agree	(3)	484	251	234	75	108	91	89	57	65	109	151	84	140	60	113	56	61	125	50	11
		32%	34%	31%	45%	38%	32%	35%	29%	21%	36%	35%	35%	27%	18%	34%	43%	22%	30%	36%	22%
Somewhat disagree	(2)	95	50	45	10	29	11	22	14	10	19	29	15	32	12	26	18	8	26	15	1
		6%	7%	6%	6%	10%	4%	8%	7%	3%	6%	7%	6%	6%	4%	8%	14%	3%	6%	11%	2%
Strongly disagree	(1)	67	32	35	13	5	16	9	7	17	7	14	8	37	3	33	5	2	34	7	2
		4%	4%	5%	8%	2%	6%	4%	3%	6%	2%	3%	4%	7%	1%	10%	4%	1%	8%	5%	4%
NET: Disagree		162	82	80	22	34	27	31	21	27	26	43	23	69	15	59	24	10	59	22	3
		11%	11%	10%	13%	12%	9%	12%	11%	9%	9%	10%	10%	13%	4%	18%	18%	4%	14%	16%	5%
Don't know		140	59	81	23	26	27	30	15	18	19	29	22	70	10	22	7	5	32	9	3
		9%	8%	11%	14%	9%	9%	12%	8%	6%	6%	7%	9%	13%	3%	7%	5%	2%	8%	7%	6%
Mean		3.36	3.34	3.38	3.08	3.31	3.38	3.29	3.42	3.53	3.40	3.38	3.36	3.31	3.72	3.14	3.13	3.70	3.28	3.22	3.61
Standard deviation		0.82	0.81	0.82	0.86	0.74	0.84	0.81	0.79	0.82	0.73	0.77	0.77	0.92	0.57	0.97	0.82	0.56	0.93	0.86	0.72
Standard error		0.02	0.03	0.03	0.10	0.06	0.06	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.05	0.08	0.03	0.04	0.09	0.10

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 28

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

David Cameron - He generally says what he really thinks, not just what spin doctors tell him to say

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	799	377	423	85	171	155	116	103	170	159	220	125	296	270	134	62	212	185	62	40	
	53%	51%	55%	51%	59%	54%	45%	52%	56%	53%	51%	52%	56%	80%	41%	47%	76%	44%	44%	80%	
Strongly agree	(4)	324	162	162	30	47	50	54	48	94	49	76	48	152	119	55	26	102	72	22	17
		22%	22%	21%	18%	16%	17%	21%	25%	31%	16%	17%	20%	29%	35%	17%	20%	37%	17%	16%	33%
Somewhat agree	(3)	475	214	261	55	123	105	62	54	76	110	145	77	144	151	79	36	110	113	39	24
		32%	29%	34%	33%	43%	36%	24%	28%	25%	37%	33%	32%	27%	45%	24%	27%	39%	27%	28%	46%
Somewhat disagree	(2)	271	144	127	28	55	54	59	33	42	64	86	52	69	33	56	37	35	75	37	5
		18%	20%	17%	17%	19%	19%	23%	17%	14%	21%	20%	22%	13%	10%	17%	28%	12%	18%	26%	11%
Strongly disagree	(1)	250	150	101	23	28	54	54	42	50	50	84	32	85	18	105	21	20	113	26	2
		17%	20%	13%	14%	10%	19%	21%	21%	16%	17%	19%	13%	16%	5%	32%	16%	7%	27%	19%	4%
NET: Disagree		521	294	228	51	83	108	113	74	92	114	171	84	153	51	160	58	55	188	63	7
		35%	40%	30%	31%	29%	37%	44%	38%	30%	38%	39%	35%	29%	15%	49%	44%	20%	45%	45%	15%
Don't know		179	65	115	31	34	25	28	20	41	28	44	31	76	17	34	12	12	45	14	3
		12%	9%	15%	19%	12%	9%	11%	10%	14%	9%	10%	13%	15%	5%	10%	9%	4%	11%	10%	6%
Mean		2.66	2.58	2.74	2.68	2.75	2.57	2.51	2.62	2.82	2.58	2.54	2.68	2.81	3.16	2.29	2.56	3.10	2.39	2.46	3.16
Standard deviation		1.05	1.08	1.00	1.00	0.89	1.02	1.09	1.12	1.12	0.98	1.03	0.99	1.10	0.82	1.14	1.02	0.90	1.11	1.02	0.79
Standard error		0.03	0.04	0.04	0.12	0.07	0.07	0.07	0.07	0.06	0.04	0.06	0.08	0.06	0.04	0.06	0.10	0.05	0.05	0.11	0.11

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 29

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

David Cameron - The national health service is important to him

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	1026	526	500	100	214	190	164	131	227	216	305	172	333	313	173	82	262	245	78	47	
	68%	72%	65%	60%	74%	66%	64%	67%	75%	72%	70%	72%	63%	93%	53%	62%	94%	59%	56%	92%	
Strongly agree	(4)	474	232	243	34	69	88	74	75	135	83	130	75	186	184	75	31	154	111	33	28
		32%	32%	32%	20%	24%	30%	29%	38%	45%	28%	30%	31%	35%	54%	23%	24%	55%	27%	24%	55%
Somewhat agree	(3)	552	295	257	66	144	102	90	57	92	133	175	97	147	129	98	50	108	134	45	19
		37%	40%	34%	40%	50%	36%	35%	29%	30%	44%	40%	40%	28%	38%	30%	38%	39%	32%	32%	37%
Somewhat disagree	(2)	160	86	74	18	31	30	37	23	21	35	43	16	66	9	52	27	8	56	29	2
		11%	12%	10%	11%	11%	10%	14%	12%	7%	12%	10%	7%	12%	3%	16%	20%	3%	13%	21%	4%
Strongly disagree	(1)	133	70	63	3	6	31	33	24	36	21	41	16	55	4	57	12	2	71	19	-
		9%	9%	8%	2%	2%	11%	13%	12%	12%	7%	9%	7%	10%	1%	17%	9%	1%	17%	14%	-
NET: Disagree		292	155	137	22	37	61	70	46	56	57	83	32	120	13	109	39	10	127	48	2
		19%	21%	18%	13%	13%	21%	27%	24%	19%	19%	13%	23%	4%	33%	30%	4%	30%	34%	4%	
Don't know		182	53	128	45	38	37	24	19	20	27	46	36	71	12	46	11	7	46	13	2
		12%	7%	17%	27%	13%	13%	9%	10%	7%	9%	11%	15%	14%	3%	14%	9%	2%	11%	10%	4%
Mean		3.04	3.01	3.07	3.07	3.11	2.98	2.87	3.03	3.15	3.02	3.02	3.14	3.02	3.51	2.68	2.84	3.52	2.77	2.73	3.53
Standard deviation		0.94	0.94	0.94	0.74	0.69	0.98	1.02	1.04	1.02	0.86	0.93	0.86	1.02	0.61	1.08	0.93	0.60	1.08	1.01	0.58
Standard error		0.03	0.04	0.04	0.09	0.05	0.07	0.06	0.06	0.05	0.04	0.06	0.07	0.05	0.03	0.06	0.09	0.03	0.05	0.11	0.08

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 30

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

David Cameron - He sends his children to state schools

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	514 34%	273 37%	242 32%	62 37%	87 30%	96 33%	85 33%	66 34%	120 39%	100 33%	123 28%	90 37%	202 38%	157 47%	96 29%	42 32%	136 49%	125 30%	40 29%	19 37%	
Strongly agree	(4) 15%	227 17%	105 14%	25 15%	31 11%	24 8%	39 15%	35 18%	73 24%	37 12%	51 12%	39 16%	99 19%	86 25%	41 13%	17 13%	76 27%	56 13%	13 9%	9 18%	
Somewhat agree	(3) 19%	287 20%	137 18%	37 22%	55 19%	72 25%	45 18%	31 16%	47 15%	62 21%	72 17%	50 21%	103 20%	71 21%	55 17%	25 19%	60 21%	69 17%	28 20%	9 19%	
Somewhat disagree	(2) 9%	138 9%	68 9%	70 10%	42 15%	28 10%	24 9%	15 8%	13 4%	31 10%	52 12%	26 11%	29 6%	31 9%	24 7%	21 16%	17 6%	37 9%	26 19%	8 16%	
Strongly disagree	(1) 10%	145 10%	88 12%	57 7%	11 7%	24 8%	31 11%	22 9%	22 11%	36 12%	27 9%	42 10%	26 11%	50 10%	22 6%	61 18%	12 9%	13 5%	62 15%	12 8%	3 5%
NET: Disagree	283 19%	156 21%	128 17%	28 17%	66 23%	58 20%	46 18%	37 19%	49 16%	58 19%	94 22%	52 22%	79 15%	53 16%	85 26%	32 24%	30 11%	99 24%	38 27%	11 22%	
Don't know	702 47%	307 42%	396 52%	77 46%	136 47%	134 47%	127 49%	94 48%	135 45%	143 48%	217 50%	99 41%	244 46%	128 38%	148 45%	58 44%	113 41%	195 47%	61 44%	21 42%	
Mean	2.75	2.72	2.78	2.84	2.62	2.58	2.78	2.76	2.93	2.70	2.61	2.73	2.89	3.06	2.42	2.64	3.20	2.53	2.54	2.85	
Standard deviation	1.06	1.09	1.02	0.98	0.98	0.98	1.06	1.14	1.17	1.02	1.05	1.06	1.08	0.98	1.17	1.01	0.91	1.14	0.94	0.98	
Standard error	0.04	0.06	0.05	0.14	0.10	0.09	0.09	0.09	0.08	0.06	0.09	0.10	0.07	0.07	0.08	0.13	0.07	0.07	0.13	0.17	

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 31

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

David Cameron - He treats his staff well

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	886 59%	465 63%	421 55%	112 67%	193 67%	170 59%	131 51%	104 53%	176 58%	175 58%	274 63%	148 62%	289 55%	264 78%	178 54%	77 58%	195 70%	220 53%	91 66%	40 79%	
Strongly agree	(4) 22%	323 24%	176 19%	147 14%	24 21%	59 23%	66 17%	43 21%	40 30%	90 18%	55 20%	86 23%	54 24%	128 40%	136 40%	57 17%	18 13%	99 35%	76 18%	21 15%	21 42%
Somewhat agree	(3) 38%	563 39%	289 36%	274 53%	89 46%	134 46%	104 36%	87 34%	64 32%	86 28%	120 40%	188 43%	94 39%	161 31%	128 38%	121 37%	59 45%	96 34%	144 34%	70 51%	19 37%
Somewhat disagree	(2) 2%	37 2%	20 3%	17 2%	1 1%	9 3%	4 1%	10 4%	6 3%	6 2%	8 3%	6 1%	2 1%	21 4%	1 *	14 4%	9 7%	1 *	10 2%	6 4%	1 1%
Strongly disagree	(1) 2%	29 2%	15 2%	14 2%	3 2%	4 1%	6 2%	4 1%	4 2%	9 3%	5 2%	6 1%	3 1%	16 3%	2 1%	17 5%	1 *	- -	15 4%	1 *	- -
NET: Disagree	65 4%	35 5%	30 4%	4 2%	13 5%	10 3%	14 5%	10 5%	15 5%	13 4%	11 3%	4 2%	37 7%	4 1%	31 10%	9 7%	1 *	25 6%	7 5%	1 1%	
Don't know	548 37%	235 32%	313 41%	51 30%	82 28%	108 37%	113 44%	83 42%	113 37%	113 38%	149 34%	88 37%	198 38%	70 21%	120 36%	46 35%	83 30%	173 41%	41 30%	10 20%	
Mean	3.24	3.25	3.23	3.15	3.21	3.28	3.18	3.23	3.35	3.20	3.24	3.31	3.23	3.49	3.04	3.09	3.50	3.14	3.14	3.50	
Standard deviation	0.66	0.67	0.66	0.53	0.61	0.66	0.67	0.70	0.76	0.63	0.59	0.58	0.78	0.56	0.82	0.57	0.51	0.76	0.53	0.54	
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.05	0.03	0.04	0.05	0.05	0.03	0.06	0.07	0.03	0.05	0.07	0.08	

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 32

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

David Cameron - Other political leaders - in Britain and abroad - respect him

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	Labour 2005, Con 2010
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
NET: Agree	876 58%	445 61%	430 56%	102 61%	181 63%	171 59%	150 58%	103 52%	169 56%	170 57%	281 65%	142 59%	284 54%	274 81%	153 47%	81 61%	218 78%	218 52%	81 58%	42 83%
Strongly agree	(4) 17%	126 17%	123 16%	26 16%	49 17%	35 12%	40 15%	30 15%	68 23%	30 10%	71 16%	42 17%	106 20%	96 29%	46 14%	21 16%	78 28%	61 14%	17 12%	17 33%
Somewhat agree	(3) 42%	320 44%	307 40%	76 45%	132 46%	135 47%	111 43%	73 37%	101 33%	140 47%	210 48%	100 42%	177 34%	178 53%	107 33%	60 45%	140 50%	158 38%	64 46%	25 50%
Somewhat disagree	(2) 15%	118 16%	99 13%	24 14%	45 16%	48 17%	38 15%	29 15%	33 11%	57 19%	62 14%	26 11%	72 14%	27 8%	62 19%	22 17%	18 6%	74 18%	26 19%	5 9%
Strongly disagree	(1) 6%	52 7%	44 6%	5 3%	9 3%	19 6%	16 6%	18 9%	30 10%	19 6%	27 6%	10 4%	39 8%	5 2%	48 15%	8 6%	5 2%	45 11%	8 5%	1 2%
NET: Disagree	314 21%	171 23%	143 19%	28 17%	54 19%	67 23%	54 21%	47 24%	63 21%	76 25%	89 21%	37 15%	112 21%	33 10%	110 33%	29 22%	23 8%	120 29%	34 24%	5 11%
Don't know	310 21%	119 16%	191 25%	36 22%	53 18%	50 17%	53 21%	47 24%	71 23%	54 18%	65 15%	62 26%	130 25%	31 9%	66 20%	22 17%	39 14%	81 19%	24 17%	3 6%
Mean	2.86	2.84	2.89	2.95	2.94	2.79	2.85	2.77	2.89	2.73	2.88	2.97	2.89	3.19	2.58	2.85	3.21	2.69	2.79	3.22
Standard deviation	0.84	0.84	0.83	0.73	0.75	0.79	0.82	0.91	0.97	0.77	0.80	0.79	0.92	0.66	0.98	0.80	0.66	0.92	0.77	0.69
Standard error	0.02	0.04	0.03	0.09	0.06	0.06	0.05	0.06	0.06	0.04	0.05	0.07	0.05	0.04	0.06	0.08	0.04	0.05	0.09	0.10

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 33

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

David Cameron - He is strong and determined

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat			
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58		
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51		
NET: Agree	1162	587	574	127	245	231	195	144	220	241	352	185	383	319	225	103	254	295	105	50	98%	
		77%	80%	75%	76%	85%	80%	76%	73%	73%	80%	81%	77%	73%	94%	69%	78%	91%	71%	75%		
Strongly agree	(4)	561	269	291	54	106	109	90	73	129	110	164	87	200	189	100	47	141	143	47	31	61%
		37%	37%	38%	32%	37%	38%	35%	37%	43%	37%	38%	36%	38%	56%	31%	35%	50%	34%	34%		
Somewhat agree	(3)	601	318	283	73	139	122	105	71	91	131	188	99	183	130	125	56	113	152	57	19	37%
		40%	43%	37%	44%	48%	42%	41%	36%	30%	44%	43%	41%	35%	39%	38%	42%	41%	36%	41%		
Somewhat disagree	(2)	125	65	61	14	13	24	25	24	25	33	32	18	42	13	39	14	14	49	12	1	2%
		8%	9%	8%	8%	5%	8%	10%	12%	8%	11%	7%	8%	8%	4%	12%	11%	5%	12%	9%		
Strongly disagree	(1)	99	49	50	6	9	13	21	17	33	14	28	14	43	-	45	9	4	49	16	-	
		7%	7%	7%	4%	3%	4%	8%	9%	11%	5%	7%	6%	8%	-	14%	7%	2%	12%	12%		
NET: Disagree		224	114	110	20	22	36	47	41	58	47	60	32	85	13	84	24	18	97	28	1	
		15%	15%	14%	12%	8%	13%	18%	21%	19%	16%	14%	13%	16%	4%	26%	18%	7%	23%	20%	2%	
Don't know		114	34	80	20	21	21	16	12	25	12	23	23	57	6	19	6	7	26	6	-	
		8%	5%	10%	12%	7%	7%	6%	6%	8%	4%	5%	10%	11%	2%	6%	4%	2%	6%	4%		
Mean		3.17	3.15	3.19	3.19	3.28	3.22	3.09	3.08	3.14	3.17	3.18	3.19	3.15	3.53	2.91	3.11	3.43	2.99	3.02	3.59	
Standard deviation		0.87	0.86	0.88	0.77	0.71	0.80	0.91	0.94	1.01	0.81	0.85	0.84	0.93	0.57	1.01	0.88	0.67	0.99	0.97	0.53	
Standard error		0.02	0.03	0.03	0.09	0.05	0.05	0.05	0.06	0.05	0.04	0.05	0.06	0.05	0.03	0.05	0.09	0.04	0.05	0.10	0.07	

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 34

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Nick Clegg - I have a clear sense of what he really believes

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	663 44%	331 45%	333 43%	78 47%	112 39%	99 34%	111 43%	102 52%	162 53%	127 42%	196 45%	99 41%	240 46%	155 46%	149 45%	87 66%	144 52%	181 43%	88 63%	23 44%	
Strongly agree	(4) 17%	254 17%	137 19%	117 15%	23 14%	38 13%	30 11%	39 15%	45 23%	77 26%	33 11%	80 18%	34 14%	107 20%	58 17%	50 15%	44 33%	49 18%	65 16%	41 29%	13 25%
Somewhat agree	(3) 27%	409 27%	193 26%	216 28%	55 33%	73 26%	68 24%	72 28%	57 29%	84 28%	94 31%	116 27%	66 27%	133 25%	97 29%	99 30%	43 33%	95 34%	115 28%	47 34%	10 19%
Somewhat disagree	(2) 18%	266 18%	144 20%	122 16%	17 10%	71 25%	59 20%	50 19%	26 13%	43 14%	59 20%	89 21%	49 20%	68 13%	69 20%	59 18%	21 16%	54 19%	70 17%	24 17%	8 15%
Strongly disagree	(1) 12%	186 12%	102 14%	83 11%	13 8%	31 11%	45 16%	34 13%	24 12%	38 12%	40 13%	51 12%	28 12%	67 13%	46 14%	46 14%	7 5%	39 14%	65 16%	14 10%	9 18%
NET: Disagree	451 30%	246 33%	205 27%	29 18%	102 36%	104 36%	84 33%	50 25%	81 27%	99 33%	140 32%	77 32%	136 26%	115 34%	105 32%	28 21%	93 33%	135 32%	38 28%	17 33%	
Don't know	386 26%	159 22%	227 30%	59 35%	74 26%	85 30%	62 24%	45 23%	60 20%	74 25%	99 23%	64 27%	149 28%	68 20%	75 23%	17 13%	42 15%	103 25%	12 9%	11 22%	
Mean	2.66	2.63	2.68	2.82	2.55	2.41	2.59	2.81	2.83	2.53	2.67	2.60	2.75	2.62	2.60	3.08	2.65	2.57	2.91	2.66	
Standard deviation	1.01	1.03	0.98	0.91	0.95	1.00	1.00	1.03	1.05	0.95	1.00	0.97	1.06	1.01	1.00	0.89	0.99	1.04	0.98	1.17	
Standard error	0.03	0.04	0.04	0.12	0.08	0.08	0.07	0.07	0.06	0.05	0.07	0.08	0.06	0.06	0.06	0.09	0.06	0.05	0.10	0.17	

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 35

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Nick Clegg - He is a nice, likeable person

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	893	466	427	76	161	147	175	130	205	196	263	132	303	242	189	106	218	243	105	34	
	60%	63%	56%	46%	56%	51%	68%	66%	67%	65%	60%	55%	58%	72%	58%	80%	78%	58%	76%	67%	
Strongly agree	(4)	281	159	122	13	37	41	45	54	90	50	77	38	116	79	60	38	69	81	37	13
		19%	22%	16%	8%	13%	14%	17%	28%	30%	17%	18%	16%	22%	24%	18%	29%	25%	19%	27%	27%
Somewhat agree	(3)	612	307	305	63	124	106	130	75	114	146	186	93	187	163	129	68	149	162	69	21
		41%	42%	40%	38%	43%	37%	50%	38%	38%	49%	43%	39%	36%	48%	39%	51%	54%	39%	50%	41%
Somewhat disagree	(2)	111	63	47	9	38	22	12	14	16	18	29	26	37	25	20	7	13	26	15	7
		7%	9%	6%	6%	13%	8%	5%	7%	5%	6%	7%	11%	7%	7%	6%	5%	5%	6%	11%	14%
Strongly disagree	(1)	62	40	22	10	9	18	6	6	13	7	19	13	23	11	24	1	6	27	-	3
		4%	5%	3%	6%	3%	6%	2%	3%	4%	2%	4%	5%	4%	3%	7%	1%	2%	6%	-	6%
NET: Disagree		172	103	69	19	47	40	18	20	28	25	47	40	61	36	44	8	19	52	15	10
		11%	14%	9%	12%	16%	14%	7%	10%	9%	8%	11%	16%	12%	11%	13%	6%	7%	13%	11%	20%
Don't know		435	166	269	71	80	101	64	48	70	79	125	69	161	60	95	19	42	123	18	6
		29%	23%	35%	43%	28%	35%	25%	24%	23%	26%	29%	29%	31%	18%	29%	14%	15%	29%	13%	13%
Mean		3.04	3.03	3.06	2.83	2.91	2.91	3.11	3.19	3.21	3.08	3.04	2.92	3.09	3.12	2.97	3.26	3.18	3.01	3.18	3.01
Standard deviation		0.77	0.82	0.72	0.80	0.73	0.84	0.64	0.77	0.79	0.65	0.76	0.83	0.82	0.72	0.87	0.60	0.64	0.85	0.63	0.86
Standard error		0.02	0.04	0.03	0.11	0.07	0.07	0.04	0.05	0.05	0.03	0.05	0.07	0.05	0.04	0.05	0.06	0.04	0.04	0.07	0.12

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 36

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Nick Clegg - He has what it takes to be a leader

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
NET: Agree	539 36%	276 38%	263 34%	64 38%	106 37%	88 31%	87 34%	74 38%	119 39%	110 37%	162 37%	71 30%	196 37%	127 38%	102 31%	83 63%	115 41%	136 32%	75 54%	19 37%
Strongly agree	(4) 141 9%	83 11%	58 8%	11 7%	17 6%	20 7%	22 9%	23 12%	47 15%	18 6%	38 9%	18 7%	66 13%	32 10%	30 9%	26 20%	30 11%	37 9%	23 17%	4 8%
Somewhat agree	(3) 398 27%	193 26%	205 27%	53 32%	90 31%	68 24%	65 25%	51 26%	72 24%	91 30%	123 28%	54 22%	130 25%	95 28%	73 22%	57 43%	85 30%	99 24%	52 38%	15 30%
Somewhat disagree	(2) 300 20%	165 22%	135 18%	27 16%	65 23%	59 20%	65 25%	35 18%	48 16%	71 24%	100 23%	56 23%	72 14%	93 27%	63 19%	22 16%	78 28%	76 18%	33 24%	12 25%
Strongly disagree	(1) 236 16%	137 19%	99 13%	16 10%	40 14%	41 14%	38 15%	36 18%	64 21%	39 13%	66 15%	41 17%	90 17%	59 18%	77 23%	5 4%	42 15%	98 23%	7 5%	12 25%
NET: Disagree	536 36%	302 41%	234 31%	43 26%	105 37%	100 35%	103 40%	72 36%	113 37%	110 37%	166 38%	97 40%	163 31%	152 45%	140 43%	27 20%	120 43%	174 42%	40 29%	25 49%
Don't know	426 28%	157 21%	269 35%	60 36%	76 26%	99 35%	68 26%	51 26%	72 24%	80 27%	108 25%	72 30%	166 32%	59 17%	86 26%	23 17%	45 16%	109 26%	24 17%	7 13%
Mean	2.41	2.38	2.45	2.55	2.39	2.36	2.38	2.42	2.44	2.40	2.41	2.29	2.48	2.36	2.22	2.95	2.44	2.24	2.80	2.24
Standard deviation	0.97	1.00	0.94	0.87	0.88	0.94	0.93	1.03	1.10	0.87	0.94	0.95	1.06	0.94	1.03	0.79	0.93	1.03	0.83	0.98
Standard error	0.03	0.04	0.04	0.11	0.08	0.07	0.06	0.07	0.06	0.04	0.06	0.08	0.06	0.06	0.06	0.08	0.06	0.05	0.09	0.14

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 37

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Nick Clegg - I think of him as a family man

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
NET: Agree	695 46%	367 50%	328 43%	72 43%	137 48%	126 44%	129 50%	96 49%	135 45%	134 45%	213 49%	117 49%	232 44%	190 56%	151 46%	88 67%	148 53%	188 45%	89 64%	32 63%
Strongly agree	(4) 250 17%	139 19%	111 14%	9 5%	40 14%	48 17%	45 18%	39 20%	69 23%	36 12%	75 17%	41 17%	98 19%	67 20%	56 17%	39 29%	54 19%	80 19%	35 25%	14 27%
Somewhat agree	(3) 445 30%	228 31%	217 28%	63 38%	97 34%	78 27%	84 33%	57 29%	66 22%	98 33%	138 32%	76 32%	134 25%	123 36%	96 29%	49 37%	95 34%	109 26%	54 39%	19 37%
Somewhat disagree	(2) 139 9%	70 9%	69 9%	20 12%	31 11%	24 8%	29 11%	13 6%	22 7%	33 11%	46 10%	23 10%	37 7%	34 10%	34 10%	11 8%	28 10%	42 10%	12 9%	8 16%
Strongly disagree	(1) 61 4%	43 6%	19 2%	2 1%	15 5%	15 5%	10 4%	7 3%	13 4%	9 3%	13 3%	14 6%	25 5%	14 4%	13 4%	6 5%	12 4%	20 5%	5 3%	2 4%
NET: Disagree	200 13%	112 15%	88 11%	22 13%	46 16%	38 13%	38 15%	19 10%	36 12%	42 14%	59 14%	37 15%	62 12%	48 14%	47 14%	17 13%	40 14%	61 15%	17 12%	10 20%
Don't know	604 40%	255 35%	349 46%	73 44%	105 36%	123 43%	90 35%	82 41%	133 44%	124 41%	163 37%	86 36%	231 44%	99 29%	130 39%	27 20%	91 33%	169 40%	32 23%	9 17%
Mean	2.99	2.97	3.01	2.83	2.88	2.97	2.98	3.11	3.12	2.91	3.01	2.94	3.04	3.02	2.98	3.14	3.01	3.00	3.13	3.04
Standard deviation	0.84	0.89	0.78	0.61	0.84	0.89	0.82	0.82	0.92	0.77	0.80	0.88	0.90	0.81	0.85	0.84	0.83	0.90	0.78	0.85
Standard error	0.03	0.04	0.04	0.08	0.08	0.08	0.06	0.06	0.06	0.04	0.06	0.08	0.06	0.05	0.06	0.09	0.06	0.05	0.09	0.13

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 38

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Nick Clegg - He generally says what he really thinks, not just what spin doctors tell him to say

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	708 47%	360 49%	348 46%	79 47%	124 43%	124 43%	110 43%	103 52%	168 55%	146 49%	199 46%	112 47%	251 48%	187 55%	155 47%	88 67%	162 58%	198 47%	92 67%	32 63%	
Strongly agree	(4) 19%	286 20%	150 18%	137 15%	25 13%	37 13%	42 15%	45 18%	50 25%	86 28%	44 15%	81 19%	44 18%	117 22%	73 22%	57 17%	44 33%	69 25%	76 18%	50 36%	12 23%
Somewhat agree	(3) 28%	422 29%	210 28%	211 28%	53 32%	87 30%	82 28%	65 25%	53 27%	82 27%	101 34%	119 27%	68 28%	134 25%	114 34%	99 30%	44 34%	92 33%	122 29%	43 31%	20 40%
Somewhat disagree	(2) 13%	189 13%	111 15%	78 10%	18 11%	44 15%	36 13%	38 15%	21 11%	32 10%	49 16%	63 15%	24 10%	53 10%	42 12%	44 13%	12 9%	34 12%	51 12%	17 12%	4 8%
Strongly disagree	(1) 9%	141 9%	89 12%	52 7%	5 3%	23 8%	29 10%	32 12%	22 11%	30 10%	16 5%	40 9%	27 11%	58 11%	29 9%	34 10%	10 8%	28 10%	42 10%	9 6%	3 7%
NET: Disagree	330 22%	200 27%	130 17%	23 14%	67 23%	65 23%	70 27%	43 22%	62 20%	65 22%	104 24%	51 21%	110 21%	71 21%	78 24%	23 17%	62 22%	93 22%	25 18%	8 15%	
Don't know	462 31%	175 24%	287 38%	64 39%	97 34%	98 34%	77 30%	52 26%	73 24%	89 30%	132 30%	77 32%	164 31%	81 24%	95 29%	22 16%	55 20%	127 30%	21 15%	11 22%	
Mean	2.82	2.75	2.91	2.97	2.73	2.73	2.69	2.90	2.97	2.83	2.79	2.80	2.86	2.90	2.76	3.10	2.91	2.80	3.13	3.02	
Standard deviation	0.99	1.02	0.94	0.79	0.92	0.98	1.04	1.04	1.02	0.85	0.98	1.02	1.05	0.94	0.98	0.94	0.98	0.99	0.92	0.88	
Standard error	0.03	0.04	0.04	0.10	0.09	0.08	0.07	0.07	0.06	0.04	0.07	0.09	0.06	0.06	0.06	0.10	0.06	0.05	0.10	0.13	

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 39

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Nick Clegg - The national health service is important to him

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	Labour 2005, Con 2010	
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	909	484	425	91	168	158	159	123	210	189	266	148	306	242	192	94	210	256	107	35	
	61%	66%	56%	55%	58%	55%	62%	63%	69%	63%	61%	62%	58%	72%	58%	71%	75%	61%	77%	70%	
Strongly agree	(4)	370	204	167	27	51	47	57	69	120	73	88	51	157	92	90	47	85	120	48	17
		25%	28%	22%	16%	18%	16%	22%	35%	39%	24%	20%	21%	30%	27%	36%	30%	29%	34%	33%	
Somewhat agree	(3)	539	281	259	65	117	111	102	55	90	116	178	97	148	150	102	47	126	135	60	19
		36%	38%	34%	39%	41%	38%	40%	28%	30%	39%	41%	41%	28%	44%	31%	35%	45%	32%	43%	36%
Somewhat disagree	(2)	95	50	45	9	21	15	16	15	19	13	41	10	31	20	26	9	20	19	6	2
		6%	7%	6%	5%	7%	5%	6%	8%	6%	4%	9%	4%	6%	6%	8%	7%	7%	5%	5%	3%
Strongly disagree	(1)	67	38	28	3	9	22	13	7	13	4	14	12	36	6	19	8	4	27	10	1
		4%	5%	4%	2%	3%	8%	5%	3%	4%	1%	3%	5%	7%	2%	6%	6%	1%	6%	7%	3%
NET: Disagree		162	88	74	12	30	36	30	22	32	18	55	22	67	26	45	17	24	46	16	3
		11%	12%	10%	7%	11%	13%	12%	11%	11%	6%	13%	9%	13%	8%	14%	13%	9%	11%	12%	6%
Don't know		429	163	266	64	90	93	69	52	61	93	114	69	153	70	92	21	44	117	15	12
		29%	22%	35%	38%	31%	32%	27%	26%	20%	31%	26%	29%	29%	21%	28%	16%	16%	28%	11%	24%
Mean		3.13	3.13	3.13	3.12	3.06	2.94	3.07	3.28	3.31	3.25	3.06	3.10	3.15	3.23	3.11	3.20	3.24	3.16	3.18	3.32
Standard deviation		0.82	0.83	0.80	0.67	0.74	0.87	0.82	0.83	0.83	0.67	0.76	0.80	0.93	0.68	0.90	0.88	0.68	0.89	0.85	0.74
Standard error		0.02	0.04	0.03	0.09	0.07	0.07	0.06	0.06	0.05	0.03	0.05	0.07	0.05	0.04	0.06	0.09	0.04	0.05	0.09	0.11

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 40

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Nick Clegg - He sends his children to state schools

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	442 29%	241 33%	202 26%	47 28%	80 28%	91 32%	63 24%	57 29%	104 34%	81 27%	124 28%	84 35%	154 29%	106 31%	110 33%	55 42%	96 34%	129 31%	49 35%	16 31%	
Strongly agree	(4) 12%	179 13%	97 11%	82 10%	16 7%	20 11%	31 11%	21 8%	30 15%	60 20%	31 10%	36 8%	37 15%	75 14%	49 14%	50 15%	20 15%	43 15%	64 15%	14 10%	9 18%
Somewhat agree	(3) 18%	263 20%	143 16%	120 19%	31 21%	60 21%	60 21%	41 16%	27 13%	45 15%	50 17%	88 20%	47 20%	79 15%	57 17%	60 18%	35 26%	53 19%	65 16%	35 25%	7 13%
Somewhat disagree	(2) 5%	75 5%	34 5%	41 5%	6 3%	34 12%	6 2%	12 5%	6 3%	11 4%	18 6%	18 4%	14 6%	25 5%	18 5%	13 4%	9 7%	13 5%	14 3%	10 7%	2 5%
Strongly disagree	(1) 4%	62 4%	38 5%	24 3%	12 7%	12 4%	16 6%	5 2%	7 4%	9 3%	5 2%	19 4%	5 2%	33 6%	11 3%	19 6%	2 1%	3 1%	15 4%	5 3%	- -
NET: Disagree	137 9%	72 10%	65 9%	18 11%	46 16%	23 8%	17 7%	13 7%	21 7%	23 8%	37 8%	19 8%	58 11%	29 9%	32 10%	10 8%	16 6%	29 7%	15 11%	2 5%	
Don't know	921 61%	422 57%	498 65%	102 61%	162 56%	174 60%	178 69%	127 64%	178 59%	196 65%	275 63%	137 57%	313 60%	203 60%	186 57%	66 50%	167 60%	260 62%	75 54%	33 65%	
Mean	2.96	2.96	2.97	2.79	2.70	2.93	2.99	3.14	3.24	3.03	2.87	3.12	2.93	3.06	2.99	3.13	3.22	3.12	2.92	3.38	
Standard deviation	0.93	0.95	0.91	1.02	0.86	0.95	0.83	0.96	0.90	0.82	0.89	0.83	1.05	0.91	0.99	0.73	0.75	0.93	0.82	0.72	
Standard error	0.04	0.06	0.06	0.16	0.10	0.10	0.09	0.10	0.07	0.06	0.09	0.09	0.08	0.08	0.08	0.10	0.07	0.07	0.13	0.17	

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 41

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Nick Clegg - He treats his staff well

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
NET: Agree	633 42%	342 47%	291 38%	83 50%	122 42%	116 40%	108 42%	82 42%	121 40%	117 39%	198 46%	105 44%	213 41%	157 46%	150 46%	80 61%	132 47%	173 41%	77 56%	22 44%
Strongly agree	(4) 213 14%	134 18%	79 10%	19 11%	40 14%	32 11%	34 13%	33 17%	54 18%	37 12%	57 13%	38 16%	82 16%	56 17%	57 17%	30 23%	46 16%	60 14%	30 22%	11 21%
Somewhat agree	(3) 420 28%	208 28%	212 28%	64 39%	82 28%	84 29%	74 29%	49 25%	67 22%	81 27%	141 32%	67 28%	131 25%	100 30%	93 28%	50 38%	87 31%	113 27%	47 34%	11 22%
Somewhat disagree	(2) 36 2%	23 3%	13 2%	1 1%	4 1%	14 5%	6 2%	4 2%	6 2%	8 3%	9 2%	6 2%	14 3%	9 3%	8 3%	5 4%	7 2%	11 3%	4 3%	4 7%
Strongly disagree	(1) 24 2%	11 2%	12 2%	5 3%	8 3%	7 2%	2 1%	1 1%	1 *	3 1%	7 2%	6 3%	7 1%	7 2%	8 2%	1 1%	- -	8 2%	- -	2 4%
NET: Disagree	60 4%	35 5%	25 3%	6 4%	12 4%	21 7%	8 3%	6 3%	7 2%	11 4%	16 4%	12 5%	20 4%	16 5%	16 5%	6 4%	7 2%	19 5%	4 3%	6 11%
Don't know	807 54%	359 49%	449 59%	77 46%	153 53%	151 52%	141 55%	109 55%	175 58%	172 57%	221 51%	123 51%	292 56%	165 49%	162 49%	46 35%	140 50%	226 54%	57 41%	23 45%
Mean	3.19	3.23	3.13	3.09	3.15	3.03	3.21	3.30	3.36	3.17	3.16	3.17	3.23	3.19	3.20	3.28	3.28	3.17	3.33	3.12
Standard deviation	0.68	0.69	0.66	0.66	0.74	0.73	0.61	0.63	0.61	0.65	0.65	0.76	0.69	0.71	0.74	0.61	0.55	0.71	0.57	0.91
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.05	0.06	0.05	0.04	0.06	0.08	0.05	0.05	0.06	0.07	0.04	0.05	0.08	0.16

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 42

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Nick Clegg - Other political leaders - in Britain and abroad - respect him

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
NET: Agree	588 39%	300 41%	288 38%	64 38%	118 41%	93 32%	102 40%	74 37%	137 45%	100 33%	182 42%	88 37%	219 42%	152 45%	123 37%	74 56%	124 45%	164 39%	74 53%	26 51%
Strongly agree	(4) 133 9%	79 11%	54 7%	11 6%	22 8%	18 6%	22 8%	19 10%	41 13%	11 4%	35 8%	19 8%	68 13%	29 9%	36 11%	15 11%	27 10%	41 10%	12 8%	5 9%
Somewhat agree	(3) 455 30%	221 30%	234 31%	53 32%	96 33%	75 26%	80 31%	55 28%	96 32%	89 30%	147 34%	69 29%	151 29%	123 36%	88 27%	59 45%	97 35%	123 29%	62 45%	21 42%
Somewhat disagree	(2) 243 16%	147 20%	96 13%	32 19%	49 17%	50 17%	46 18%	29 15%	36 12%	62 21%	88 20%	37 15%	55 11%	66 20%	53 16%	24 18%	59 21%	57 14%	22 16%	5 10%
Strongly disagree	(1) 97 6%	64 9%	33 4%	6 4%	15 5%	25 9%	16 6%	14 7%	21 7%	28 9%	21 5%	15 6%	32 6%	24 7%	31 9%	5 4%	10 4%	45 11%	10 7%	7 13%
NET: Disagree	340 23%	211 29%	129 17%	38 23%	64 22%	75 26%	62 24%	43 22%	57 19%	91 30%	109 25%	52 22%	87 17%	90 27%	84 26%	29 22%	69 25%	101 24%	32 23%	12 24%
Don't know	572 38%	224 30%	348 46%	64 39%	106 37%	120 42%	93 36%	80 41%	109 36%	110 37%	144 33%	100 42%	219 42%	96 28%	122 37%	29 22%	86 31%	153 37%	33 24%	13 26%
Mean	2.67	2.62	2.74	2.67	2.69	2.52	2.66	2.68	2.81	2.43	2.67	2.65	2.83	2.65	2.62	2.81	2.73	2.61	2.71	2.63
Standard deviation	0.85	0.89	0.78	0.74	0.79	0.88	0.83	0.89	0.89	0.81	0.78	0.85	0.89	0.82	0.94	0.74	0.76	0.94	0.79	0.93
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.06	0.07	0.06	0.04	0.06	0.08	0.05	0.05	0.06	0.08	0.05	0.05	0.09	0.14

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 43

Q.12 From what you know about the leaders of the three main parties and based on the general impression you have of them, please say whether you agree or disagree with each of the following statements?

Nick Clegg - He is strong and determined

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58	
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51	
NET: Agree	834 56%	440 60%	394 52%	89 54%	173 60%	146 51%	137 53%	106 54%	183 60%	172 57%	250 57%	134 56%	278 53%	210 62%	175 53%	99 75%	186 67%	223 53%	94 68%	34 67%	
Strongly agree	(4) 21%	311 23%	168 19%	143 16%	27 18%	53 21%	60 17%	44 20%	39 29%	87 15%	44 19%	84 20%	49 26%	134 25%	83 21%	70 31%	41 27%	74 19%	81 23%	32 22%	11 22%
Somewhat agree	(3) 35%	523 37%	271 33%	252 37%	62 42%	120 30%	86 36%	92 34%	67 32%	96 43%	128 38%	166 36%	85 27%	144 38%	127 32%	105 44%	58 40%	112 34%	142 45%	62 45%	23 45%
Somewhat disagree	(2) 11%	158 11%	81 10%	77 10%	17 7%	19 12%	35 12%	32 14%	27 9%	28 13%	38 11%	49 9%	22 9%	49 12%	34 10%	9 7%	34 12%	37 9%	12 9%	1 3%	6 12%
Strongly disagree	(1) 6%	89 7%	55 4%	34 4%	1 1%	12 4%	15 5%	19 7%	14 7%	27 9%	12 4%	26 6%	11 5%	39 7%	21 6%	29 9%	5 4%	11 4%	41 10%	9 6%	6 12%
NET: Disagree	246 16%	136 19%	110 14%	19 11%	31 11%	51 18%	51 20%	41 21%	55 18%	50 17%	76 17%	33 14%	87 17%	63 19%	63 19%	14 11%	45 16%	78 19%	21 15%	7 15%	
Don't know	420 28%	159 22%	260 34%	59 35%	85 29%	91 32%	70 27%	50 25%	65 21%	78 26%	110 25%	73 30%	160 30%	65 19%	90 27%	19 14%	48 17%	117 28%	24 17%	9 18%	
Mean	2.98	2.96	3.00	3.07	3.05	2.97	2.87	2.90	3.02	2.91	2.95	3.03	3.02	3.00	2.91	3.20	3.08	2.87	3.02	2.94	
Standard deviation	0.87	0.90	0.84	0.68	0.77	0.90	0.89	0.90	0.97	0.77	0.86	0.83	0.96	0.88	0.96	0.76	0.81	0.96	0.83	0.95	
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.06	0.06	0.06	0.04	0.06	0.07	0.05	0.05	0.06	0.08	0.05	0.05	0.09	0.14	

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 44

Q.14 Thinking about Britain today and the challenges we face as a country, what do you think we need most, change or experience?

Base: All respondents

	Gender			Age						Social Class				Voting Intention			2005 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	Labour 2005, Con 2010
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
Change	845	424	421	104	174	177	136	108	146	164	228	163	290	279	91	72	205	170	51	41
	56%	58%	55%	63%	60%	62%	53%	55%	48%	55%	52%	68%	55%	83%	28%	54%	73%	41%	37%	81%
Experience	594	288	307	59	100	100	111	84	140	126	188	70	211	52	223	57	66	228	85	7
	40%	39%	40%	36%	35%	35%	43%	43%	46%	42%	43%	29%	40%	15%	68%	43%	24%	54%	61%	14%
Don't know	61	24	37	3	14	11	11	5	18	11	19	7	25	7	15	4	8	21	2	2
	4%	3%	5%	2%	5%	4%	4%	2%	6%	4%	4%	3%	5%	2%	5%	3%	3%	5%	2%	5%

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 45

Q.15 I asked you earlier what you think the result of the election is likely to be nationally. But what do you hope the result will be?

Base: All respondents

	Gender		Age							Social Class				Voting Intention			2005 Vote		Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour		Lib- eral Demo- crat
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
A Labour landslide (a majority of over 100 in the House of Commons)	179 12%	68 9%	111 15%	32 19%	26 9%	29 10%	36 14%	19 9%	37 12%	31 10%	45 10%	25 11%	78 15%	1 *	95 29%	4 3%	2 1%	86 21%	15 11%	-
A Labour victory but not with a very large majority in the House of Commons	333 22%	151 21%	182 24%	41 25%	51 18%	84 29%	54 21%	44 22%	60 20%	71 24%	81 19%	48 20%	132 25%	5 1%	182 56%	14 10%	5 2%	149 36%	28 20%	1 1%
A 'hung Parliament' where no party has an overall majority in the House of Commons but Labour are the largest party	223 15%	107 15%	116 15%	26 16%	41 14%	38 13%	46 18%	32 16%	38 13%	42 14%	76 18%	28 11%	77 15%	3 1%	41 13%	40 30%	4 2%	71 17%	37 27%	-
A 'hung Parliament' where no party has an overall majority in the House of Commons but the Conservatives are the largest party	195 13%	100 14%	95 12%	12 7%	47 16%	32 11%	37 14%	24 12%	43 14%	39 13%	63 15%	31 13%	62 12%	28 8%	1 *	34 25%	34 12%	31 8%	33 24%	7 14%
A Conservative victory, but not with a very large majority in the House of Commons	338 23%	179 24%	159 21%	39 23%	76 26%	71 25%	39 15%	44 22%	69 23%	73 24%	94 22%	62 26%	109 21%	150 44%	4 1%	31 23%	120 43%	53 13%	21 15%	29 56%
A Conservative landslide (majority of over 100 in the House of Commons)	232 15%	130 18%	102 13%	16 10%	48 17%	34 12%	45 17%	34 17%	56 18%	44 15%	75 17%	46 19%	66 13%	152 45%	5 1%	11 8%	112 40%	26 6%	4 3%	15 29%

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 46

Q.16 There has been coverage in the media this week of an argument between the political parties about the tax status of Lord Ashcroft, who is a senior Conservative Party donor. He announced this week that he is 'non-domiciled' for tax purposes, which means that though he pays UK tax on money earned in this country, he does not pay UK tax on earnings from his interests outside Britain. Which of the following best describes what you know about this?

Base: All respondents

	Gender		Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour		Lib- eral Demo- crat
Unweighted base	1500	675	825	90	184	250	299	296	381	551	305	189	455	361	363	108	314	511	98	58
Weighted base	1500	735	765	167	288	288	258	197	303	300	435	240	525	338	329	132	279	418	139	51
I have followed the story quite closely	335 22%	204 28%	131 17%	9 5%	42 15%	44 15%	57 22%	69 35%	114 38%	93 31%	96 22%	41 17%	104 20%	105 31%	78 24%	33 25%	101 36%	103 25%	41 29%	14 27%
I am vaguely aware of the story	684 46%	336 46%	348 45%	72 43%	116 40%	128 45%	143 56%	94 48%	132 43%	140 47%	228 52%	111 46%	205 39%	149 44%	151 46%	71 54%	123 44%	203 49%	74 53%	24 47%
I have heard little or nothing about this story before now	481 32%	195 26%	286 37%	86 52%	130 45%	116 40%	57 22%	35 18%	58 19%	67 22%	111 25%	87 36%	216 41%	84 25%	100 31%	28 21%	55 20%	112 27%	25 18%	13 26%

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 47

Q.17 Has this story made your overall view of the Conservative more favourable or less favourable - or has it made no real difference to your view?

Base: All respondents aware of the story

	Gender		Age						Social Class				Voting Intention			2005 Vote			Labour 2005, Con 2010	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	Con- ser- vative	Labour		Lib- eral Demo- crat
Unweighted base	1104	535	569	44	106	158	237	247	312	445	238	127	294	291	268	88	265	392	84	45
Weighted base	1019	540	479	81	158	172	200	162	246	233	324	153	309	254	228	104	224	306	114	37
More favourable	17 2%	10 2%	7 2%	3 3%	5 3%	2 1%	* *	1 1%	7 3%	2 1%	5 2%	1 1%	9 3%	8 3%	3 1%	- -	7 3%	2 1%	1 1%	- -
No real difference	706 69%	387 72%	320 67%	50 62%	114 72%	122 71%	145 72%	112 69%	164 67%	166 71%	213 66%	111 73%	216 70%	219 86%	117 51%	65 62%	193 86%	185 61%	70 61%	33 88%
Less favourable	290 28%	142 26%	148 31%	28 35%	36 23%	48 28%	54 27%	49 30%	74 30%	63 27%	104 32%	39 26%	84 27%	24 10%	108 47%	38 36%	21 10%	117 38%	43 38%	5 12%
Don't know	5 1%	1 *	4 1%	- -	3 2%	- -	* *	* *	1 1%	2 1%	2 1%	1 *	1 *	2 1%	1 *	2 2%	3 1%	1 *	- -	- -

The Times Marginal Seats Poll
Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 48

Have you taken a foreign holiday in the last three years?**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	1500
Yes	907 60%	860 57%
No	593 40%	640 43%

The Times Marginal Seats Poll
Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 49

How many cars do you have in the household?**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	1500
None	270 18%	294 20%
1 car	675 45%	668 45%
2 cars	427 28%	421 28%
3+ cars	117 8%	103 7%
Refused	11 1%	14 1%

The Times Marginal Seats Poll
Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 50
Which of the following age groups do you fall into?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	1500
18 - 24	90 6%	167 11%
25 - 34	184 12%	288 19%
35 - 44	250 17%	288 19%
45 - 54	299 20%	258 17%
55 - 64	296 20%	197 13%
65+	381 25%	303 20%

The Times Marginal Seats Poll
Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 51
At what age did you finish your full time education?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	1500
Up to 15	350 23%	309 21%
16	359 24%	381 25%
17	134 9%	125 8%
18	183 12%	194 13%
19	45 3%	51 3%
20	39 3%	47 3%
21	98 7%	94 6%
22	87 6%	72 5%
23+	169 11%	178 12%
Still in full time education	23 2%	41 3%
Had no full time education	1 *	1 *
Refused	35 2%	48 3%

The Times Marginal Seats Poll
Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 52
Work Status
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	1500
Working full time (30+ hrs a week)	618 41%	640 43%
Working part time (8-29 hrs a week)	185 12%	181 12%
Not working but seeking work or temporarily unemployed/ sick	85 6%	109 7%
Not working/ Not seeking work - excluding retired/ student	80 5%	101 7%
Retired	479 32%	374 25%
Student	28 2%	61 4%
Refused	25 2%	34 2%

The Times Marginal Seats Poll
Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 53
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	1500
Owned outright (without mortgage)	556 37%	444 30%
Owned with a mortgage or loan	531 35%	544 36%
Rented from the council	160 11%	188 13%
Rented from someone else	192 13%	249 17%
Rent free	10 1%	8 1%
Refused	51 3%	67 4%

The Times Marginal Seats Poll
Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 54
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	1500
Male	675 45%	735 49%
Female	825 55%	765 51%

The Times Marginal Seats Poll
Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 55

SEG**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	1500
A	170 11%	88 6%
B	381 25%	213 14%
C1	305 20%	435 29%
C2	189 13%	240 16%
D	138 9%	198 13%
E	317 21%	327 22%

The Times Marginal Seats Poll

Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 56

Region**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1500	1500
Weighted base	1500	1500
Scotland	46 3%	48 3%
North	45 3%	44 3%
North West	331 22%	315 21%
Yorks & Humberside	133 9%	139 9%
East Midlands	149 10%	155 10%
West Midlands	208 14%	212 14%
Wales	107 7%	105 7%
East Anglia	137 9%	134 9%
Greater London	178 12%	173 12%
South East	90 6%	90 6%
South West	76 5%	85 6%

The Times Marginal Seats Poll
Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 57

Q.3 Thinking back to the last general election, back in May 2005, could you tell me which party you voted for then?

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	1500
Conservative	314 21%	279 19%
Labour	511 34%	418 28%
Liberal Democrats	98 7%	139 9%
Another party	65 4%	58 4%
Did not vote	407 27%	522 35%
Refused	105 7%	84 6%